

ESTTA Tracking number: **ESTTA775186**

Filing date: **10/06/2016**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Notice of Opposition

Notice is hereby given that the following party opposes registration of the indicated application.

Opposer Information

Name	salesforce.com, inc.
Granted to Date of previous extension	10/26/2016
Address	The Landmark @ One Market St., Suite 300 San Francisco, CA 94105 UNITED STATES

Attorney information	John L. Slafsky Wilson Sonsini Goodrich & Rosati 650 Page Mill Road Palo Alto, CA 94304-1050 UNITED STATES trademarks@wsgr.com, jslafsky@wsgr.com, cauyeung@wsgr.com Phone:6504939300
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Applicant Information

Application No	86671570	Publication date	06/28/2016
Opposition Filing Date	10/06/2016	Opposition Period Ends	10/26/2016
Applicant	McGeever, LLC 5301 Newstead Manor Lane Raleigh, NC 27606 UNITED STATES		

Goods/Services Affected by Opposition

Class 009. First Use: 2007/08/31 First Use In Commerce: 2007/08/31 All goods and services in the class are opposed, namely: Downloadable software that allows users to coordinate and automate data, materials, strategies and activities related to sales and marketing
Class 035. First Use: 2004/07/01 First Use In Commerce: 2004/07/01 All goods and services in the class are opposed, namely: Business consulting and advisory services in the fields of business development, business planning, enterprise management, organizational efficiency, sales, revenue acceleration, product commercialization and marketing strategies; marketing and sales services for others, namely, development of sales revenue pro formas for others, and design, development and execution of commercialization sales strategies and processes for others; marketing consulting, namely, tracking and reporting marketing activities of others, conducting market research, and analyzing customer behaviors; professional salesperson and sales team services, namely, providing quality sales professionals to industry on a contract basis, and recruiting, training and managing sales professionals for others; assisting others with regard to business planning, business analysis, business marketing, business management, and business organization; general business networking referral services, namely, promoting the goods and services of others by passing business leads and referrals among group members; brand imagery consulting services; providing a website with general information of interest to the fields of sales, marketing and business services and

events
Class 041. First Use: 2004/07/01 First Use In Commerce: 2004/07/01 All goods and services in the class are opposed, namely: Providing training to others, namely, training others in the field of sales and marketing
Class 042. First Use: 2007/08/31 First Use In Commerce: 2007/08/31 All goods and services in the class are opposed, namely: Providing temporary use of cloud-based, non-downloadable computer software that allows users to coordinate and automate data, materials, strategies and activities related to sales and marketing

Grounds for Opposition


Priority and likelihood of confusion	Trademark Act Section 2(d)
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Marks Cited by Opposer as Basis for Opposition

U.S. Registration No.	3330398	Application Date	06/11/2003
Registration Date	11/06/2007	Foreign Priority Date	NONE
Word Mark	SFORCE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 042. First use: First Use: 2003/09/00 First Use In Commerce: 2003/09/00 Application service provider (ASP), namely, hosting computer software applications and internal company computer networks of others; hosting the web sites of others on a computer server for a global computer network excluding online video games and video game software; computer services, namely, designing, developing and maintaining computer software for others and consulting services related thereto; technical support services, namely, troubleshooting of computer software problems excluding online video games and video game software		


U.S. Registration No.	4008308	Application Date	05/24/2010
Registration Date	08/09/2011	Foreign Priority Date	NONE
Word Mark	FORCE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 035. First use: First Use: 2003/09/00 First Use In Commerce: 2003/09/00 BUSINESS MANAGEMENT SERVICES, NAMELY, PROVIDING CUSTOMER RELATIONSHIP MANAGEMENT SERVICES, SALES SUPPORT MANAGE-		

	<p>MENT SERVICES, BUSINESS INTELLIGENCE SERVICES, PERFORMANCE MANAGEMENT SERVICES, AND SOCIAL NETWORKING SERVICES FOR BUSINESSES; BUSINESS MANAGEMENT CONSULTING SERVICES RELATING TO CUSTOMER RELATIONSHIP MANAGEMENT, SALES SUPPORT MANAGEMENT, MARKETINGAUTOMATION, BUSINESS INTELLIGENCE, PERFORMANCE MANAGEMENT, AND SOCIAL NETWORKING FOR BUSINESSES; OPERATING ON-LINE MARKETPLACES FOR BUYING AND SELLING, SHARING, AND OFFERING FOR FREE COMPUTER SOFTWARE, ON-DEMAND APPLICATIONS, AND RELATED DEVELOPMENT TOOLS</p> <p>Class 042. First use: First Use: 2003/09/00 First Use In Commerce: 2003/09/00 PROVIDING TEMPORARY USE OF ON-LINE NON-DOWNLOADABLE SOFTWARE TO STORE, MANAGE, TRACK, ANALYZE AND REPORT DATA IN THE FIELDS OF MARKETING, PROMOTION, SALES, CUSTOMER INFORMATION, CUSTOMER RELATIONSHIPMANAGEMENT, SALES SUPPORT, AND EMPLOYEEEFFICIENCY; PROVIDING TEMPORARY USE OF ON-LINE NON-DOWNLOADABLE SOFTWARE TO FACILITATE COMMUNICATING AMONG PEER PROFESSIONALS IN THE ADVERTISING, MARKETING AND-BUSINESS SERVICES FIELDS; PROVIDING TEMPORARY USE OF ONLINE NON-DOWNLOADABLE COMPUTER SOFTWARE APPLICATION DEVELOPMENT TOOLS; ONLINE HOSTED COMPUTER SERVICES, NAMELY, DESIGNING, DEVELOPING, AND MAINTAINING COMPUTER SOFTWARE APPLICATIONS FOR OTHERS AND CONSULTING SERVICES RELATEDTHERETO</p>
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U.S. Registration No.	4252339	Application Date	03/22/2011
Registration Date	12/04/2012	Foreign Priority Date	NONE
Word Mark	FORCE		
Design Mark			
Description of Mark	The mark consists of the stylized word "FORCE".		
Goods/Services	Class 009. First use: First Use: 2003/02/01 First Use In Commerce: 2003/02/01 DOWNLOADABLE COMPUTER SOFTWARE FOR USE IN DEVELOPING AND CUSTOMIZING COMPUTER SOFTWARE APPLICATIONS AND COMPUTER		

	<p>SOFTWARE APPLICATION USER INTERFACES; COMPUTERSOFTWARE FOR STORING, MANAGING, TRACKING, ANALYZING, AND REPORTING DATA IN THE FIELD OF MARKETING, PROMOTION, SALES, CUSTOMER INFORMATION, CUSTOMER RELATIONSHIP MANAGEMENT, SALES SUPPORT, AND EMPLOYEE EFFICIENCY; COMPUTER SOFTWARE TO FACILITATE COMMUNICATING AMONG PEER PROFESSIONALS IN THE ADVERTISING, MARKETING, AND BUSINESS SERVICES FIELDS, AND FOR CUSTOMIZING COMPUTER APPLICATION USER INTERFACES</p> <p>Class 042. First use: First Use: 2003/02/01 First Use In Commerce: 2003/02/01 PROVIDING TEMPORARY USE OF ON-LINE NON-DOWNLOADABLE SOFTWARE TO STORE, MANAGE, TRACK, ANALYZE, AND REPORT DATA IN THE FIELD OF MARKETING, PROMOTION, SALES, CUSTOMER INFORMATION, CUSTOMER RELATIONSHIPMANAGEMENT, SALES SUPPORT AND EMPLOYEE EFFICIENCY; PROVIDING TEMPORARY USE OF ON-LINE NON-DOWNLOADABLE SOFTWARE TO FACILITATE COMMUNICATING AMONG PEER PROFESSIONALS IN THE ADVERTISING, MARKETING AND BUSINESS SERVICES FIELDS, AND FOR CUSTOMIZING COMPUTER APPLICATION USER INTERFACES; COMPUTER SERVICES, NAMELY, DESIGNING, DEVELOPING, AND MAINTAINING COMPUTER SOFTWARE APPLICATIONS FOR OTHERS AND CONSULTING SERVICES RELATED THERETO; PROVIDING TEMPORARY USE OF ONLINE NON-DOWNLOADABLE COMPUTER SOFTWARE APPLICATION DEVELOPMENT TOOLS AND PROGRAMMING LANGUAGE FORUSE IN DEVELOPING, ANALYZING, CODING, CHECKING, AND CONTROLLING OTHER COMPUTER SOFTWARE; PROVIDING TEMPORARY USE OF ONLINE NON-DOWNLOADABLE COMPUTER SOFTWARE THAT IMPLEMENTS A PROCEDURAL AND OBJECT-ORIENTED PROGRAMMING LANGUAGE; ONLINE HOSTED COMPUTER SERVICES, NAMELY, DESIGNING, DEVELOPING, CUSTOMIZING, AND MAINTAINING COMPUTER SOFTWARE APPLICATIONS FOR OTHERS; AND CONSULTING SERVICES RELATED toall of the foregoing</p>
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U.S. Registration No.	3592166	Application Date	07/30/2007
Registration Date	03/17/2009	Foreign Priority Date	NONE
Word Mark	FORCE.COM		
Design Mark	 <p>FORCE.COM</p>		
Description of Mark	NONE		
Goods/Services	<p>Class 042. First use: First Use: 2007/09/17 First Use In Commerce: 2007/09/17 Providing temporary use of online non-downloadable computer software application development tools; online hosted computer services, namely, designing, developing, and maintaining computer software applications for others and consulting services related thereto</p>		

U.S. Registration No.	4350571	Application Date	01/13/2011
Registration Date	06/11/2013	Foreign Priority Date	NONE
Word Mark	FORCE.COM		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 009. First use: First Use: 2003/02/01 First Use In Commerce: 2003/02/01 DOWNLOADABLE COMPUTER SOFTWARE FOR USE IN DEVELOPING AND CUSTOMIZING COMPUTER SOFTWARE APPLICATIONS AND COMPUTER SOFTWARE APPLICATION USER INTERFACES; COMPUTERSOFTWARE FOR STORING, MANAGING, TRACKING, ANALYZING, AND REPORTING DATA IN THE FIELD OF MARKETING, PROMOTION, SALES, CUSTOMER INFORMATION, CUSTOMER RELATIONSHIP MANAGEMENT, SALES SUPPORT, AND EMPLOYEE EFFICIENCY; COMPUTER SOFTWARE TO FACILITATE COMMUNICATING AMONG PEER PROFESSIONALS IN THE ADVERTISING, MARKETING, AND BUSINESS SERVICES FIELDS, AND FOR CUSTOMIZING COMPUTER APPLICATION USER INTERFACES</p> <p>Class 035. First use: First Use: 2003/02/01 First Use In Commerce: 2003/02/01 BUSINESS MANAGEMENT SERVICES, NAMELY, PROVIDING INFORMATION, DATA ASSET, AND IDENTITY MANAGEMENT SERVICES; COMPILATION AND MANAGEMENT OF COMPUTERIZED DATABASESAND CONSULTING SERVICES RELATED THERETO; BUSINESS MANAGEMENT SERVICES, NAMELY, PROVIDING CUSTOMER RELATIONSHIP MANAGEMENT SERVICES AND SALES SUPPORT MANAGEMENTSERVICES; BUSINESS MANAGEMENT CONSULTING SERVICES RELATING TO CUSTOMER RELATIONSHIP MANAGEMENT, SALES SUPPORT MANAGEMENT, AND MARKETING AUTOMATION; PROVIDING AWEBSITE FEATURING INFORMATION IN THE FIELDS OF ADVERTISING, MARKETING AND BUSINESS MANAGEMENT AND CONSULTING SERVICES RELATED THERETO; OPERATING ONLINE MARKETPLACES FOR BUYING AND SELLING, SHARING, AND OFFERING FOR FREE COMPUTER SOFTWARE AND ON-DEMAND APPLICATIONS</p> <p>Class 042. First use: First Use: 2003/02/01 First Use In Commerce: 2003/02/01 PROVIDING TEMPORARY USE OF ON-LINE NON-DOWNLOADABLE SOFTWARE TO STORE, MANAGE, TRACK, ANALYZE, AND REPORT DATA IN THE FIELD OF MARKETING, PROMOTION, SALES, CUSTOMER INFORMATION, CUSTOMER RELATIONSHIPMANAGEMENT, SALES SUPPORT AND EMPLOYEE EFFICIENCY; PROVIDING TEMPORARY USE OF ON-LINE NON-DOWNLOADABLE SOFTWARE TO FACILITATE COMMUNICATING AMONG PEER PROFESSIONALS IN THE ADVERTISING, MARKETING AND BUSINESS SERVICES FIELDS, AND FOR CUSTOMIZING COMPUTER APPLICATION USER INTERFACES; COMPUTER SERVICES, NAMELY, DESIGNING, DEVELOPING, AND MAINTAINING COMPUTER SOFTWARE APPLICATIONS FOR OTHERS AND CONSULTING SERVICES RELATED</p>		

	<p>THERETO; PROVIDING TEMPORARY USE OF ONLINE NON-DOWNLOADABLE COMPUTER SOFTWARE APPLICATION DEVELOPMENT TOOLS AND PROGRAMMING LANGUAGE FOR USE IN DEVELOPING, ANALYZING, CODING, CHECKING, AND CONTROLLING OTHER COMPUTER SOFTWARE; PROVIDING TEMPORARY USE OF ONLINE NON-DOWNLOADABLE COMPUTER SOFTWARE THAT IMPLEMENTS A PROCEDURAL AND OBJECT-ORIENTED PROGRAMMING LANGUAGE; ONLINE HOSTED COMPUTER SERVICES, NAMELY, DESIGNING, DEVELOPING, CUSTOMIZING, AND MAINTAINING COMPUTER SOFTWARE APPLICATIONS FOR OTHERS AND CONSULTING SERVICES RELATED THERETO</p> <p>Class 045. First use: First Use: 2003/02/01 First Use In Commerce: 2003/02/01</p> <p>ON-LINE SOCIAL NETWORKING SERVICES</p>
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U.S. Registration No.	4058647	Application Date	10/06/2010
Registration Date	11/22/2011	Foreign Priority Date	NONE
Word Mark	DEVELOPERFORCE		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 041. First use: First Use: 2008/01/17 First Use In Commerce: 2008/01/17 Educational services, namely, providing on-line seminars in the field of software application development and commerce; providing on-line publications, namely, technical notes in the field of software application development and commerce; on-line journals, namely, blogs in the field of software application development and commerce</p> <p>Class 042. First use: First Use: 2008/01/17 First Use In Commerce: 2008/01/17 Providing temporary use of non-downloadable computer software application development tools for the development and operation of software applications by others; designing, developing, and maintaining computer software applications for others and consulting services related thereto; providing a website with general information of interest to the fields of computer software application development and computer system architectures; computer services, namely, creating online communities that allow participants to share information via a global computer network in the field of computer software application development and computer system architectures</p>		

U.S. Registration No.	4191057	Application Date	02/12/2010
Registration Date	08/14/2012	Foreign Priority Date	NONE
Word Mark	APPFORCE		

Design Mark	APPFORCE
Description of Mark	NONE
Goods/Services	Class 041. First use: First Use: 2006/05/24 First Use In Commerce: 2006/05/24 Educational services, namely, conducting seminars, conferences, workshops, and computer application training in the fields of software application development, on-line marketplaces for computer software and on-demand software applications, business project management, business knowledge, information and asset management, customer relationship management, sales, marketing, e-commerce, electronic messaging, and web site development, and distributing course materials in connection therewith


U.S. Registration No.	3966372	Application Date	11/01/2010
Registration Date	05/24/2011	Foreign Priority Date	NONE
Word Mark	VISUALFORCE		
Design Mark	VISUALFORCE		
Description of Mark	NONE		
Goods/Services	Class 042. First use: First Use: 2007/09/17 First Use In Commerce: 2007/09/17 providing temporary use of online non-downloadable computer software application development tools for use in developing, analyzing, coding, checking and controlling computer application user interfaces; online hosted computer services, namely, designing, developing, customizing and maintaining computer application user interfaces for others and consulting services related thereto		

U.S. Registration No.	3138749	Application Date	09/14/2005
Registration Date	09/05/2006	Foreign Priority Date	NONE
Word Mark	SALESFORCE		

Design Mark	
Description of Mark	NONE
Goods/Services	Class 009. First use: First Use: 2005/03/09 First Use In Commerce: 2005/03/09 downloadable software for use in web site development; downloadable software for use in computer e-commerce which allows users to perform electronic business transactions, communicate with other users, and access and exchange information via a global computer network; downloadable computer software for use in customizing computer application user interfaces

U.S. Registration No.	3164978	Application Date	09/14/2005
Registration Date	10/31/2006	Foreign Priority Date	NONE
Word Mark	SALESFORCE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 042. First use: First Use: 2005/03/09 First Use In Commerce: 2005/03/09 providing temporary use of on-line non-downloadable software to store, manage, track, analyze, and report data in the field of marketing, promotion, sales, customer information, customer relationshipmanagement, sales support and employee efficiency; providing temporary use of on-line non-downloadable software to facilitate communicating among peer professionals in the advertising, marketing and business services fields, and for customizing computer application user interfaces; computer services, namely, designing, developing, and maintaining computer software applications for others and consulting services related thereto		


U.S. Registration No.	4270533	Application Date	03/22/2011
Registration Date	01/08/2013	Foreign Priority Date	NONE
Word Mark	SALESFORCE.COM		


Design Mark	
Description of Mark	The mark consists of the stylized word "SALESFORCE.COM".
Goods/Services	<p>Class 009. First use: First Use: 2003/02/01 First Use In Commerce: 2003/02/01 DOWNLOADABLE COMPUTER SOFTWARE FOR USE IN DEVELOPING AND CUSTOMIZING COMPUTER SOFTWARE APPLICATIONS AND COMPUTER SOFTWARE APPLICATION USER INTERFACES; COMPUTERSOFTWARE FOR STORING, MANAGING, TRACKING, ANALYZING, AND REPORTING DATA IN THE FIELD OF MARKETING, PROMOTION, SALES, CUSTOMER INFORMATION, CUSTOMER RELATIONSHIP MANAGEMENT, SALES SUPPORT, AND EMPLOYEE EFFICIENCY; COMPUTER SOFTWARE TO FACILITATE COMMUNICATING AMONG PEER PROFESSIONALS IN THE ADVERTISING, MARKETING, AND BUSINESS SERVICES FIELDS, AND FOR CUSTOMIZING COMPUTER APPLICATION USER INTERFACES</p> <p>Class 035. First use: First Use: 2003/02/01 First Use In Commerce: 2003/02/01 BUSINESS MANAGEMENT SERVICES, NAMELY, PROVIDING business INFORMATION managementSERVICES; COMPILATION AND MANAGEMENT OFCOMPUTERIZED DATABASES AND CONSULTING SERVICES RELATED THERETO; BUSINESS MANAGEMENT SERVICES, NAMELY, PROVIDING CUSTOMER RELATIONSHIP MANAGEMENT SERVICES AND SALES SUPPORT MANAGEMENT SERVICES; BUSINESS MANAGEMENT CONSULTING SERVICES RELATING TO CUSTOMER RELATIONSHIP MANAGEMENT, SALES SUPPORT MANAGEMENT, AND MARKETING AUTOMATION; PROVIDING A WEBSITE featuring BUSINESS MANAGEMENT CONSULTING information; OPERATING ONLINE MARKETPLACES for third parties to buy, sell, share, and offer FOR FREE COMPUTER SOFTWARE AND ON-DEMAND APPLICATIONS to others</p> <p>Class 041. First use: First Use: 2003/02/01 First Use In Commerce: 2003/02/01 EDUCATIONAL SERVICES, NAMELY, CONDUCTING SEMINARS, CONFERENCES, WORKSHOPS, AND COMPUTER APPLICATION TRAINING IN THE FIELDS OF MARKETING, PROMOTION, SALES, CUSTOMER INFORMATION, CUSTOMER RELATIONSHIP MANAGEMENT, SALES SUPPORT AND EMPLOYEE EFFICIENCY, AND DISTRIBUTING COURSE MATERIALS IN CONNECTION THEREWITH</p> <p>Class 042. First use: First Use: 2003/02/01 First Use In Commerce: 2003/02/01 PROVIDING TEMPORARY USE OF ON-LINE NON-DOWNLOADABLE SOFTWARE TO STORE, MANAGE, TRACK, ANALYZE, AND REPORT DATA IN THE FIELD OF MARKETING, PROMOTION, SALES, CUSTOMER INFORMATION, CUSTOMER RELATIONSHIPMANAGEMENT, SALES SUPPORT AND EMPLOYEE EFFICIENCY; PROVIDING TEMPORARY USE OF ON-LINE NON-DOWNLOADABLE SOFTWARE TO FACILITATE COMMUNICATING AMONG PEER PROFESSIONALS IN THE ADVERTISING, MARKETING AND BUSINESS SERVICES FIELDS, AND FOR CUSTOMIZING COMPUTER APPLICATION USER INTERFACES; COMPUTER SERVICES, NAMELY, DESIGNING, DEVELOPING, AND MAINTAINING COMPUTER SOFTWARE APPLICATIONS FOR OTHERS AND CONSULTING SERVICES RELATED THERETO; PROVIDING TEMPORARY USE OF ONLINE NON-DOWNLOADABLE COMPUTER SOFTWARE APPLICATION DEVELOPMENT TOOLS AND PROGRAMMING LANGUAGE FORUSE IN DEVELOPING, ANALYZING, CODING, CHECKING, AND CONTROLLING OTHER COMPUTER SOFTWARE; PROVIDING TEMPORARY USE OF ONLINE NON-</p>

	DOWNLOADABLE COMPUTER SOFTWARE THAT IMPLEMENTS A PROCEDURAL AND OBJECT-ORIENTED PROGRAMMING LANGUAGE; ONLINE HOSTED COMPUTER SERVICES, NAMELY, DESIGNING, DEVELOPING, CUSTOMIZING, AND MAINTAINING COMPUTER SOFTWARE APPLICATIONS FOR OTHERS; AND CONSULTING SERVICES RELATED to all of the foregoing
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U.S. Registration No.	3836878	Application Date	08/14/2009
Registration Date	08/24/2010	Foreign Priority Date	NONE
Word Mark	FINANCIALFORCE.COM		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 042. First use: First Use: 2009/09/30 First Use In Commerce: 2009/09/30</p> <p>Providing temporary use of on-line non-downloadable software in the fields of accounting and billing; providing temporary use of on-line non-downloadable software to store, manage, track, analyze, and report data in the fields of accounting, accounting management and business management; providing temporary use of on-line non-downloadable software for the electronic interface between third party software applications that enables the exchange of data; providing temporary use of on-line non-downloadable software that allows customers to securely access their accounts to obtain proprietary accounting and business intelligence data; providing temporary use of on-line non-downloadable software to facilitate communicating among peer professionals in the fields of accounting management and business management, and for customizing computer application user interfaces; computer services, namely, designing, developing, and maintaining computer software applications for others and consulting services related thereto</p>		

U.S. Registration No.	3836879	Application Date	08/14/2009
Registration Date	08/24/2010	Foreign Priority Date	NONE
Word Mark	FINANCIALFORCE		


Design Mark	
Description of Mark	NONE
Goods/Services	Class 042. First use: First Use: 2009/09/30 First Use In Commerce: 2009/09/30 Providing temporary use of on-line non-downloadable software in the fields of accounting and billing; providing temporary use of on-line non-downloadable software to store, manage, track, analyze, and report data in the fields of accounting, accounting management and business management; providing temporary use of on-line non-downloadable software for the electronic interface between third party software applications that enables the exchange of data; providing temporary use of on-line non-downloadable software that allows customers to securely access their accounts to obtain proprietary accounting and business intelligence data; providing temporary use of on-line non-downloadable software to facilitate communicating among peer professionals in the fields of accounting management and business management, and for customizing computer application user interfaces; computer services, namely, designing, developing, and maintaining computer software applications for others and consulting services related thereto

U.S. Registration No.	4151009	Application Date	12/02/2010
Registration Date	05/29/2012	Foreign Priority Date	NONE
Word Mark	ISVFORCE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 035. First use: First Use: 2010/12/08 First Use In Commerce: 2010/12/08 Business management services, namely, providing information, data asset, and identity management services; compilation and management of computerized databases and consulting services related thereto; Business management services, namely, providing customer relationship management services and sales support management services; business management consulting services relating to customer relationship management, sales support management, and marketing automation; providing a website featuring information in the fields of ad-		


	<p>vertising, marketing and business management and consulting services related thereto; operating online marketplaces for buying and selling, sharing, and offering for free computer software and on-demand applications</p> <p>Class 042. First use: First Use: 2010/12/08 First Use In Commerce: 2010/12/08</p> <p>Providing temporary use of on-line non-downloadable software to store, manage, track, analyze, and report data in the field of marketing, promotion, sales, customer information, customer relationshipmanagement, sales support and employee efficiency; providing temporary use of on-line non-downloadable software to facilitate communicating among peer professionals in the advertising, marketing and business services fields, and for customizing computer application user interfaces; computer services, namely, designing, developing, and maintaining computer software applications for others and consulting services related thereto; Providing temporary use of online non-downloadable computer software application development tools and programming language foruse in developing, analyzing, coding, checking, and controlling other computer software; providing temporary use of online non-downloadable computer software that implements a procedural and object-oriented programming language; online hosted computer services, namely, designing, developing, customizing, and maintaining computer software applications for others and consulting services related thereto</p> <p>Class 045. First use: First Use: 2010/12/08 First Use In Commerce: 2010/12/08</p> <p>On-line social networking services</p>
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U.S. Registration No.	3795483	Application Date	03/25/2009
Registration Date	06/01/2010	Foreign Priority Date	NONE
Word Mark	CLOUDFORCE		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 041. First use: First Use: 2008/12/08 First Use In Commerce: 2008/12/08</p> <p>EDUCATIONAL SERVICES, NAMELY, CONDUCTING SEMINARS, CONFERENCES, WORKSHOPS, AND COMPUTER APPLICATION TRAINING IN THE FIELDS OF MARKETING, PROMOTION, SALES, CUSTOMER INFORMATION, CUSTOMER RELATIONSHIP MANAGEMENT, SALES SUPPORT AND EMPLOYEE EFFICIENCY, AND DISTRIBUTING COURSE MATERIALS IN CONNECTION THEREWITH</p>		


U.S. Registration No.	3798299	Application Date	03/25/2009
Registration Date	06/08/2010	Foreign Priority Date	NONE
Word Mark	CLOUDFORCE		


Design Mark	
Description of Mark	The mark consists of the word "CLOUDFORCE" in stylized letters.
Goods/Services	Class 041. First use: First Use: 2008/12/08 First Use In Commerce: 2008/12/08 EDUCATIONAL SERVICES, NAMELY, CONDUCTING SEMINARS, CONFERENCES, WORKSHOPS, AND COMPUTER APPLICATION TRAINING IN THE FIELDS OF MARKETING, PROMOTION, SALES, CUSTOMER INFORMATION, CUSTOMER RELATIONSHIP MANAGEMENT, SALES SUPPORT AND EMPLOYEE EFFICIENCY, AND DISTRIBUTING COURSE MATERIALS IN CONNECTION THEREWITH

U.S. Registration No.	3035403	Application Date	11/01/2004
Registration Date	12/27/2005	Foreign Priority Date	NONE
Word Mark	DREAMFORCE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 041. First use: First Use: 2003/07/00 First Use In Commerce: 2003/07/00 educational services, namely, conducting seminars, conferences, workshops, and computer application training in the fields of marketing, promotion, sales, customer information, customer relationship management, sales support and employee efficiency, and distributing course materials in connection therewith		


U.S. Registration No.	4352891	Application Date	07/23/2012
Registration Date	06/18/2013	Foreign Priority Date	NONE
Word Mark	REMEDYFORCE		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 009. First use: First Use: 2010/12/07 First Use In Commerce: 2011/01/01 Downloadable computer software for use in developing and customizing computer software applications and computer software application user interfaces; computersoftware for storing, managing, tracking, analyzing, and reporting data in the field of marketing, promotion, sales, customer information, customer relationship management, sales support, and employee efficiency; computer software to facilitate communicating among peer professionals in the advertising, marketing, and business services fields, and for customizing computer application user interfaces</p> <p>Class 042. First use: First Use: 2010/12/07 First Use In Commerce: 2011/01/01 Providing temporary use of on-line non-downloadable software to store, manage, track, analyze, and report data in the field of marketing, promotion, sales, customer information, customer relationshipmanagement, sales support and employee efficiency; providing temporary use of on-line non-downloadable software to facilitate communicating among peer professionals in the advertising, marketing and business services fields, and for customizing computer application user interfaces; computer services, namely, designing, developing, and maintaining computer software applications for others and consulting services related thereto; providing temporary use of online non-downloadable computer software application development tools for use in developing, analyzing, coding, checking, and controlling other computer software; providing temporary use of online non-downloadable computer software that implements a procedural and object-oriented programming language; online hosted computer services, namely, designing, developing, customizing, and maintaining computer software applications for others and consulting services related thereto</p>		


U.S. Registration No.	3141697	Application Date	09/14/2005
Registration Date	09/12/2006	Foreign Priority Date	NONE
Word Mark	SALESFORCE		

Design Mark	
Description of Mark	NONE
Goods/Services	Class 035. First use: First Use: 2005/03/09 First Use In Commerce: 2005/03/09 business management services, namely, providing customer relationship management services and sales support management services; business management consulting services relating to customer relationship management, sales support management, and marketing automation; providing a website with general information of interest to the fields of advertising, marketing and business services


U.S. Registration No.	4126473	Application Date	12/30/2010
Registration Date	04/10/2012	Foreign Priority Date	NONE
Word Mark	SALESFORCE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 045. First use: First Use: 2009/11/18 First Use In Commerce: 2009/11/18 On-line social networking services		


U.S. Registration No.	4095516	Application Date	01/14/2011
Registration Date	02/07/2012	Foreign Priority Date	NONE
Word Mark	SALESFORCE FOUNDATION		

Design Mark	
Description of Mark	NONE
Goods/Services	<p>Class 035. First use: First Use: 2005/03/09 First Use In Commerce: 2005/03/09 Promoting charitable giving that reflects the core values of the donor by providing a method to identify the donor's core values and to select charities that foster those values; Promoting the charitable services of others, namely, providing individuals with information for the purpose of making donations to charities; Promotional services, namely, promoting the charities of others</p> <p>Class 036. First use: First Use: 2005/03/09 First Use In Commerce: 2005/03/09 Charitable fundraising services, namely, by providing individuals with the information and opportunity to make monetary donations to their favorite charity</p>


U.S. Registration No.	4095517	Application Date	01/14/2011
Registration Date	02/07/2012	Foreign Priority Date	NONE
Word Mark	SALESFORCE FOUNDATION		
Design Mark			
Description of Mark	The mark consists of the terms, "salesforce foundation", superimposed on a cloud shape.		
Goods/Services	<p>Class 035. First use: First Use: 2008/11/03 First Use In Commerce: 2008/11/03 Promoting charitable giving that reflects the core values of the donor by provid-</p>		

	<p>ing a method to identify the donor's core values and to select charities that foster those values; Promoting the charitable services of others, namely, providing individuals with information for the purpose of making donations to charities; Promotional services, namely, promoting the charities of others</p> <p>Class 036. First use: First Use: 2008/11/03 First Use In Commerce: 2008/11/03 Charitable fundraising services, namely, by providing individuals with the information and opportunity to make monetary donations to their favorite charity</p>
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U.S. Registration No.	4986241	Application Date	10/09/2014
Registration Date	06/28/2016	Foreign Priority Date	04/10/2014
Word Mark	SALESFORCE		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 016. First use: First Use: 0 First Use In Commerce: 0 Printed matter, namely, stationery</p> <p>Class 025. First use: First Use: 0 First Use In Commerce: 0 Clothing, namely, t-shirts, hooded sweatshirts, shirts, pants, jackets, polo shirts, socks; headgear, namely, beanies, caps, hats</p> <p>Class 036. First use: First Use: 0 First Use In Commerce: 0 Real estate services, namely, rental, leasing and management of commercial property</p>		

U.S. Registration No.	4986242	Application Date	10/09/2014
Registration Date	06/28/2016	Foreign Priority Date	04/10/2014
Word Mark	SALESFORCE TOWER		
Design Mark			
Description of Mark	NONE		


Goods/Services	Class 036. First use: First Use: 0 First Use In Commerce: 0 Real estate services, namely, rental, leasing and management of commercial property
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U.S. Registration No.	2684824	Application Date	10/29/1999
Registration Date	02/04/2003	Foreign Priority Date	NONE
Word Mark	SALESFORCE.COM		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 042. First use: First Use: 1999/09/27 First Use In Commerce: 1999/09/27 Providing temporary use of on-line non-downloadable software for storing, managing, tracking and analyzing data in the field of marketing, promotion, sales, customer information management, customer support services and employee efficiency; providing temporary use of on-line non-downloadable software to create statistical and management reports on marketing, promotion, sales, customer information management, customer support services and employee efficiency; providing temporary use of on-line non-downloadable multimedia computer program for communicating with peer professionals; computer services, namely, designing, implementing, and maintaining computer software for others; providing internal company computer networks; providing search engines for obtaining a wide variety of data on a global computer network		


U.S. Registration No.	2964712	Application Date	02/10/2004
Registration Date	07/05/2005	Foreign Priority Date	NONE
Word Mark	SALESFORCE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 035. First use: First Use: 1999/09/27 First Use In Commerce: 1999/09/27 BUSINESS MANAGEMENT SERVICES, NAMELY, PROVIDING CUSTOMER RELATIONSHIP MANAGEMENT SERVICES AND SALES SUPPORT MANAGEMENT SERVICES; BUSINESS MANAGEMENT CONSULTING SERVICES RELATING TO CUSTOMER RELATIONSHIP MANAGEMENT, SALES SUPPORT MANAGEMENT, AND MARKETING AUTOMATION; PROVIDING A WEBSITE WITH GENERAL INFORMATION OF INTEREST TO THE FIELDS OF ADVERTISING, MARKETING AND BUSINESS SERVICES Class 042. First use: First Use: 1999/09/27 First Use In Commerce: 1999/09/27 PROVIDING TEMPORARY USE OF ON-LINE NON-DOWNLOADABLE SOFTWARE TO STORE, MANAGE, TRACK, ANALYZE AND REPORT DATA IN THE FIELD OF MARKETING, PROMOTION, SALES, CUSTOMER INFORMA-		


	TION, CUSTOMER RELATIONSHIP MANAGEMENT, SALES SUPPORT AND EMPLOYEE EFFICIENCY; PROVIDING TEMPORARY USE OF ON-LINE NON-DOWNLOADABLE SOFTWARE TO FACILITATE COMMUNICATING AMONG PEER PROFESSIONALS IN THE ADVERTISING, MARKETING AND BUSINESS SERVICES FIELDS
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U.S. Registration No.	4095557	Application Date	02/08/2011
Registration Date	02/07/2012	Foreign Priority Date	NONE
Word Mark	SALESFORCE.COM FOUNDATION		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 035. First use: First Use: 1999/09/27 First Use In Commerce: 1999/09/27 Promoting charitable giving that reflects the core values of the donor by providing a method to identify the donor's core values and to select charities that foster those values; Promoting the charitable services of others, namely, providing individuals with information for the purpose of making donations to charities; Promotional services, namely, promoting the charities of others</p> <p>Class 036. First use: First Use: 1999/09/27 First Use In Commerce: 1999/09/27 Charitable fundraising services, namely, by providing individuals with the information and opportunity to make monetary donations to their favorite charity</p>		

U.S. Registration No.	4011522	Application Date	11/23/2010
Registration Date	08/16/2011	Foreign Priority Date	NONE
Word Mark	SCHOOLFORCE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 009. First use: First Use: 2010/11/15 First Use In Commerce: 2010/11/15		


	Computer software for use in performance management in the field of education, and instructions materials provided therewith; computer software for reporting school demographic and performance information to federal, state and local government agencies
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U.S. Registration No.	4084951	Application Date	11/23/2010
Registration Date	01/10/2012	Foreign Priority Date	NONE
Word Mark	SCHOOLFORCE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 035. First use: First Use: 2011/01/05 First Use In Commerce: 2011/01/05 business management consultation in the fields of education and school performance		


U.S. Registration No.	4092123	Application Date	11/23/2010
Registration Date	01/24/2012	Foreign Priority Date	NONE
Word Mark	SCHOOLFORCE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 042. First use: First Use: 2011/01/05 First Use In Commerce: 2011/01/05 Technology consultation in the fields of education and school performance, design, implementation, hosting and management of websites for others; and integration of computer systems and networks		

U.S. Registration No.	4139832	Application Date	09/28/2010
Registration Date	05/08/2012	Foreign Priority	NONE


		Date	
Word Mark	SITEFORCE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 042. First use: First Use: 2010/12/08 First Use In Commerce: 2010/12/08 Providing temporary use of a web-based software application for users to create websites and portals		

U.S. Registration No.	4396535	Application Date	09/28/2010
Registration Date	09/03/2013	Foreign Priority Date	NONE
Word Mark	SURVEY FORCE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 042. First use: First Use: 2010/08/30 First Use In Commerce: 2010/08/30 Providing temporary use of a web-based software application for users to create, send and capture customer feedback		

U.S. Registration No.	4409327	Application Date	03/22/2011
Registration Date	10/01/2013	Foreign Priority Date	NONE
Word Mark	SALESFORCE SOFTWARE		

Design Mark	
Description of Mark	<p>The mark consists of the image of a cloud outlined in blue containing the word "salesforce" in black and gray lettering, and a white circle located on the lower right-hand side of the cloud, containing the word "software" in black lettering within a red prohibition symbol, meaning no software.</p>
Goods/Services	<p>Class 009. First use: First Use: 2008/11/03 First Use In Commerce: 2008/11/03 DOWNLOADABLE COMPUTER SOFTWARE FOR USE IN DEVELOPING AND CUSTOMIZING COMPUTER SOFTWARE APPLICATIONS AND COMPUTER SOFTWARE APPLICATION USER INTERFACES; COMPUTERSOFTWARE FOR STORING, MANAGING, TRACKING, ANALYZING, AND REPORTING DATA IN THE FIELD OF MARKETING, PROMOTION, SALES, CUSTOMER INFORMATION, CUSTOMER RELATIONSHIP MANAGEMENT, SALES SUPPORT, AND EMPLOYEE EFFICIENCY; COMPUTER SOFTWARE TO FACILITATE COMMUNICATING AMONG PEER PROFESSIONALS IN THE ADVERTISING, MARKETING, AND BUSINESS SERVICES FIELDS, AND FOR CUSTOMIZING COMPUTER APPLICATION USER INTERFACES</p> <p>Class 035. First use: First Use: 2008/11/03 First Use In Commerce: 2008/11/03 BUSINESS MANAGEMENT SERVICES, NAMELY, PROVIDING business INFORMATION managementSERVICES; COMPILATION AND MANAGEMENT OFCOMPUTERIZED DATABASES AND CONSULTING SERVICES RELATED THERETO; BUSINESS MANAGEMENT SERVICES, NAMELY, PROVIDING CUSTOMER RELATIONSHIP MANAGEMENT SERVICES AND SALES SUPPORT MANAGEMENT SERVICES; BUSINESS MANAGEMENT CONSULTING SERVICES RELATING TO CUSTOMER RELATIONSHIP MANAGEMENT, SALES SUPPORT MANAGEMENT, AND MARKETING AUTOMATION; PROVIDING A WEBSITE featuring BUSINESS MANAGEMENT CONSULTING information; OPERATING ONLINE MARKETPLACES for third parties to buy, sell, share, and offer FOR FREE COMPUTER SOFTWARE AND ON-DEMAND APPLICATIONS to others</p> <p>Class 041. First use: First Use: 2008/11/03 First Use In Commerce: 2008/11/03 EDUCATIONAL SERVICES, NAMELY, CONDUCTING SEMINARS, CONFERENCES, WORKSHOPS, AND COMPUTER APPLICATION TRAINING IN THE FIELDS OF MARKETING, PROMOTION, SALES, CUSTOMER INFORMATION, CUSTOMER RELATIONSHIP MANAGEMENT, SALES SUPPORT AND EMPLOYEE EFFICIENCY, AND DISTRIBUTING COURSE MATERIALS IN CONNECTION THEREWITH</p>

	<p>Class 042. First use: First Use: 2008/11/03 First Use In Commerce: 2008/11/03 PROVIDING TEMPORARY USE OF ON-LINE NON-DOWNLOADABLE SOFTWARE TO STORE, MANAGE, TRACK, ANALYZE, AND REPORT DATA IN THE FIELD OF MARKETING, PROMOTION, SALES, CUSTOMER INFORMATION, CUSTOMER RELATIONSHIPMANAGEMENT, SALES SUPPORT AND EMPLOYEE EFFICIENCY; PROVIDING TEMPORARY USE OF ON-LINE NON-DOWNLOADABLE SOFTWARE TO FACILITATE COMMUNICATING AMONG PEER PROFESSIONALS IN THE ADVERTISING, MARKETING AND BUSINESS SERVICES FIELDS, AND FOR CUSTOMIZING COMPUTER APPLICATION USER INTERFACES; COMPUTER SERVICES, NAMELY, DESIGNING, DEVELOPING, AND MAINTAINING COMPUTER SOFTWARE APPLICATIONS FOR OTHERS AND CONSULTING SERVICES RELATED THERETO; PROVIDING TEMPORARY USE OF ONLINE NON-DOWNLOADABLE COMPUTER SOFTWARE APPLICATION DEVELOPMENT TOOLS AND PROGRAMMING LANGUAGE FORUSE IN DEVELOPING, ANALYZING, CODING, CHECKING, AND CONTROLLING OTHER COMPUTER SOFTWARE; PROVIDING TEMPORARY USE OF ONLINE NON-DOWNLOADABLE COMPUTER SOFTWARE THAT IMPLEMENTS A PROCEDURAL AND OBJECT-ORIENTED PROGRAMMING LANGUAGE; ONLINE HOSTED COMPUTER SERVICES, NAMELY, DESIGNING, DEVELOPING, CUSTOMIZING, AND MAINTAINING COMPUTER SOFTWARE APPLICATIONS FOR OTHERS; AND CONSULTING SERVICES RELATED THERETO</p> <p>Class 045. First use: First Use: 2008/11/03 First Use In Commerce: 2008/11/03 ON-LINE SOCIAL NETWORKING SERVICES</p>
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U.S. Registration No.	4430830	Application Date	03/07/2012
Registration Date	11/12/2013	Foreign Priority Date	NONE
Word Mark	TRIALFORCE		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 035. First use: First Use: 2009/02/17 First Use In Commerce: 2009/02/17 Business management services, namely, providing business information managementservices; compilation and management ofcomputerized databases, and consulting services related thereto; Business management services, namely, providing customer relationship management services and sales support management services; business management consulting services relating to customer relationship management,sales support management, and marketingautomation; providing a website featuring business management consulting information; operating online marketplaces forthird parties to buy, sell, share, and offer for free computer software and on-demand applications to others</p> <p>Class 042. First use: First Use: 2009/02/17 First Use In Commerce: 2009/02/17 Providing temporary use of on-line non-downloadable software to store, manage, track, analyze, and report data in the field of marketing, promotion, sales, customer information, customer relationshipmanagement, sales support and employee efficiency; providing temporary use of on-line non-downloadable software to facilitate communicating among peer professionals in the advertising, marketing and business services fields, and for customizing computer application user interfaces; computer services, namely, designing, developing, and maintaining computer software applications for others and consulting services related thereto; Providing temporary use of online non-downloadable computer</p>		


	software application development tools and programming language for use in developing, analyzing, coding, checking, and controlling other computer software; providing temporary use of online non-downloadable computer software that implements a procedural and object-oriented programming language; online hosted computer services, namely, designing, developing, customizing, and maintaining computer software applications for others; and consulting services related to all the foregoing
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U.S. Registration No.	4645417	Application Date	03/08/2011
Registration Date	11/25/2014	Foreign Priority Date	NONE
Word Mark	SALESFORCE MVP		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 009. First use: First Use: 2010/11/04 First Use In Commerce: 2010/11/04 Downloadable computer software for use in developing and customizing computer software applications and computer software application user interfaces; computer software for storing, managing, tracking, analyzing, and reporting data in the field of marketing, promotion, sales, customer information, customer relationship management, sales support, and employee efficiency; computer software to facilitate communicating among peer professionals in the advertising, marketing, and business services fields, and for customizing computer application user interfaces</p> <p>Class 035. First use: First Use: 2010/11/04 First Use In Commerce: 2010/11/04 BUSINESS MANAGEMENT SERVICES, NAMELY, PROVIDING business INFORMATION management SERVICES; COMPILATION AND MANAGEMENT OF COMPUTERIZED DATABASES AND CONSULTING SERVICES RELATED THERETO; BUSINESS MANAGEMENT SERVICES, NAMELY, PROVIDING CUSTOMER RELATIONSHIP MANAGEMENT SERVICES AND SALES SUPPORT MANAGEMENT SERVICES; BUSINESS MANAGEMENT CONSULTING SERVICES RELATING TO CUSTOMER RELATIONSHIP MANAGEMENT, SALES SUPPORT MANAGEMENT, AND MARKETING AUTOMATION; PROVIDING A WEBSITE featuring BUSINESS MANAGEMENT CONSULTING information; OPERATING ONLINE MARKETPLACES for third parties to buy, sell, share, and offer FOR FREE COMPUTER SOFTWARE AND ON-DEMAND APPLICATIONS to others</p> <p>Class 041. First use: First Use: 2010/11/04 First Use In Commerce: 2010/11/04 Educational services, namely, conducting seminars, conferences, workshops, and computer application training in the fields of marketing, promotion, sales, customer information, customer relationship management, sales support and employee efficiency, and distributing course materials in connection therewith; providing recognition and incentives by the way of awards and contests to demonstrate excellence in the field of software development</p>		


	<p>Class 042. First use: First Use: 2010/11/04 First Use In Commerce: 2010/11/04 Providing temporary use of on-line non-downloadable software to store, manage, track, analyze, and report data in the field of marketing, promotion, sales, customer information, customer relationship management, sales support and employee efficiency; providing temporary use of on-line non-downloadable software to facilitate communicating among peer professionals in the advertising, marketing and business services fields, and for customizing computer application user interfaces; computer services, namely, designing, developing, and maintaining computer software applications for others and consulting services related thereto; Providing temporary use of online non-downloadable computer software application development tools and programming language for use in developing, analyzing, coding, checking, and controlling other computer software; providing temporary use of online non-downloadable computer software that implements a procedural and object-oriented programming language; online hosted computer services, namely, designing, developing, customizing, and maintaining computer software applications for others; and consulting services related to all of the foregoing</p> <p>Class 045. First use: First Use: 2010/11/04 First Use In Commerce: 2010/11/04 On-line social networking services</p>
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U.S. Application No.	86454067	Application Date	11/13/2014
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	SALESFORCE		
Design Mark			
Description of Mark	The mark consists of the word, "SALESFORCE", in stylized lettering, contained within a cloud shape.		
Goods/Services	<p>Class 009. First use: First Use: 0 First Use In Commerce: 0</p> <p>Downloadable software in the nature of a mobile application for use in predictive analytics, big data and business data analysis and visualization, complex event processing, mining the most relevant information from disparate data sources, providing automated solutions to enable organizations to integrate disparate data and translate and structure that data into actionable insights, customer relationship management (CRM), sales performance management, sales automation, marketing automation, customer service and support, customizable marketing and advertising, social media management and publication, mobile and computer software application development and customization, and busi-</p>		

	<p>ness analytics; computer application software for mobile phones, namely, software for use in predictive analytics, big data and business data analysis and visualization, complex event processing, mining the most relevant information from disparate data sources, providing automated solutions to enable organizations to integrate disparate data and translate and structure that data into actionable insights, customer relationship management (CRM), sales performance management, sales automation, marketing automation, customer service and support, customizable marketing and advertising, social media management and publication, mobile and computer software application development and customization, and business analytics; computer software, namely, downloadable software development tools for the creation of mobile internet applications and client interfaces; web site development software; computer software for use in predictive analytics, big data and business data analysis and visualization, complex event processing, mining the most relevant information from disparate data sources, providing automated solutions to enable organizations to integrate disparate data and translate and structure that data into actionable insights, sales performance management, sales automation, marketing automation, customer service and support, customizable marketing and advertising, social media management and publication, mobile and computer software application development and customization, business analytics and customer relationship management (CRM); computer software for creating searchable databases of information and data; computer software, namely, an application allowing sales and field service employees to update and receive data stored in an enterprise's computer databases in real time, using a mobile device, with full telephony integration with the telephone and/or software features of the mobile device; computer software for providing an on-line database in the field of transaction processing to upload transactional data, provide statistical analysis, and produce notifications and reports; computer software that provides real-time, integrated business management intelligence by combining information from various databases and presenting it in an easy-to-understand user interface; downloadable software, downloadable mobile applications, and downloadable cloud computer software for providing business data analytics, business analytics, business intelligence and for collecting and analyzing business data; computer software for web and mobile applications for providing business data analytics, business analytics, business intelligence and for collecting and analyzing business data; enterprise software in the nature of a database for compiling data, customer data and customer interactions for enabling marketers to plan, personalize, optimize and customize communications with customers throughout the marketing, sales, and service lifecycle; downloadable computer programs and computer software for retrieving, tracking, analyzing, testing, measuring and managing data, customer data and customer interactions; downloadable computer programs and computer software for retrieving, tracking, analyzing, testing, measuring and managing data, customer data and customer interactions in the field of marketing, sales and customer service; downloadable computer programs and computer software recorded on data media for retrieving, tracking, analyzing, testing, measuring and managing data from computer networks and from the Internet in the field of marketing, sales and customer service; computer application software for mobile phones, portable media players, handheld computers, namely, software for providing business data analytics, business analytics, business intelligence and for collecting and analyzing data; downloadable computer software and computer software recorded on data media for the scanning, displaying, processing, measuring and output of data on computer networks, on the Internet, and on mobile terminals and devices in the field of marketing, sales, services, business analytics, data analytics, and business intelligence; downloadable software for generating embeddable code for websites, for the purpose of creating, customizing, deploying, scheduling, tracking, analyzing, testing, measuring and managing online content on users' websites, on social media websites, and other online forums; computer software for computer system and application development, deployment and management</p>
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U.S. Application No.	86454072	Application Date	11/13/2014
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	SALESFORCE		
Design Mark			
Description of Mark	The mark consists of the word, "SALESFORCE", in stylized lettering, contained within a cloud shape.		
Goods/Services	<p>Class 038. First use: First Use: 0 First Use In Commerce: 0</p> <p>Computer services, namely providing online facilities for real-time interaction with other computer users concerning topics of general interest; providing on-line forums for transmission of messages among computer users concerning topics of general interest; providing access to computer networks for real-time interaction with other computer users concerning topics of general interest; chat room services for social networking; communication services, namely, transmission of voice, audio, visual images and data by telecommunications networks, wireless communication networks, the Internet, information services networks and data networks; delivery of messages by electronic transmission; electronic data interchange; electronic mail and messaging services; electronic transmission of data, images, messages, documents, and mail; instant messaging services; message sending and receiving services; peer-to-peer network computer services, namely, electronic transmission of audio, video and other data and documents among computers; providing an on-line forum for discussion of business analytics, marketing, sales, service, and strategy; providing internet chat rooms; providing on-line electronic bulletin boards for transmission of messages among computer users concerning business analytics, marketing, sales, service, and strategy; telecommunication services, namely, local and long distance transmission of voice, data, and graphics by means of mobile telephone, telephone, facsimile device, and radio; communication services, namely, paging services, telex services, telegram transmission services, e-mail data services; telecommunications via telecommunications networks, in particular mobile phone networks or satellite-supported telecommunications networks; wireless mobile telephone telecommunication services, namely, wireless mobile telephone calling plans; cellular telephone communication; television and radio transmission; television and radio broadcasting; mobile phone television broadcasting; videoconferencing services; news and information agencies within the framework of press agencies, namely, gathering and dissemination of news; electronic mail-forwarding of messages to Internet addresses, namely, web messaging; computer-aided transmis-</p>		

	<p>sion of messages and images; electronic transmission of data, messages, images, documents and information relating to topics of general interest; wireless telecommunications through electronic transmission of data, sound, messages, images, information and documents via the Internet; providing access to online computer databases; Providing multiple-user access to electronic publications on the Internet in the field of customer relationship management (CRM), predictive analytics, big data and business data analysis and visualization, complex event processing, mining the most relevant information from disparate data sources, providing automated solutions to enable organizations to integrate disparate data and translate and structure that data into actionable insights, sales performance management, sales automation, marketing automation, customer service and support, customizable marketing and advertising, social media management and publication and business analytics; wireless telecommunications services, namely, electronic transmission of data, sound, messages, images, information and documents via the Internet; telecommunications services, namely, transmission of data, sound, messages, images, information and documents via the Internet, intranets, extranets; providing access to databases; providing access to a global computer network; providing access to databases on computer networks, namely information, texts, drawings and images concerning goods and services; providing access to databases on the Internet and on the mobile Internet, namely information and messages in the form of sound or images; telecommunication services, namely, transmission of voice, data, graphics, sound and video by means of computer platforms and computer portals on the Internet; providing telecommunications channels for teleshopping services; providing e-mail services; transmission of information and data via computer networks and the Internet; leasing access time to a computer database; leasing of access time to global computer networks that provide online game</p>
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U.S. Application No.	86454073	Application Date	11/13/2014
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	SALESFORCE		
Design Mark			
Description of Mark	The mark consists of the word, "SALESFORCE", in stylized lettering, contained within a cloud shape.		
Goods/Services	Class 041. First use: First Use: 0 First Use In Commerce: 0 Business education services, namely, conducting classes, seminars, workshops and training in the fields of business, marketing, advertising, brand develop-		


	<p>ment,sales, customer service, cloud computing, data analytics, customer information,customer relationship management, and employee efficiency; publication of printed matter, books, newspapers and periodicals, other than for advertising purposes; publication of newspapers, periodicals and books, and of instructional and information materials in the nature of pamphlets, brochures, manuals, informational flyers, informational sheets and newsletters in the fields of business, marketing, advertising, brand development, sales, customer service, cloud computing, data analytics, customer information, customer relationship management, and employee efficiency, other than for advertising purposes, all in electronic form and on the Internet; electronic desktop publishing; publication of texts, other than publicity texts; rental of printed publications; publication of online blogs, magazines, books, newspapers, periodicals, pamphlets, brochures, manuals, informational flyers, informational sheets and newsletters, other than for advertising purposes; editing of mobile websites for others, namely, editing of sounds, images, and written text on websites for others; rental of sound recordings; digital picture services, namely, digital imaging and photography services; production of television, mobile phone television and radio programs; film production, other than advertising films; conducting entertainment, cultural events, and live cultural events, namely, presentation of live dance and musical performances, liveshow performances and concerts, organizing arts events, planning and conducting parties and award shows for people and organizations, arranging and conducting nightclub entertainment events, arranging of contests, organizing and hosting social entertainment events, organizing cultural and arts festivals and fairs not for commercial purposes, and organizing sporting events, namely, golf tournaments; educational services, namely, organizing and conducting training events in the nature of expositions, retreats, classes, lectures, seminars, conferences, tutorial sessions and symposia in the fields of business, marketing, advertising, brand development, sales, customer service, cloud computing, data analytics, customer information, customer relationship management, employee efficiency, and software development; night club services; professional coaching services in the fields of automated business processes and business development tools, business, marketing, advertising, brand development, sales, customer service, cloud computing, data analytics, customer information, customer relationship management, and employee efficiency; education in the fields of business, marketing, advertising, brand development, sales, customer service, cloud computing, data analytics, customer information, customer relationship management, and employee efficiency rendered through correspondence courses; providing information about education; educational examination services; providing practical training in the fields of business, marketing, advertising, brand development, sales, customer service, cloud computing, data analytics, customer information, customer relationship management, and employee efficiency; providing vocational retraining in the fields of business, marketing, advertising, brand development, sales, customer service, cloud computing, data analytics, customer information, customer relationship management, and employee efficiency; arranging and conducting of conferences, congresses, concerts and symposiums, seminars, training courses, instructional and lecture events, all for cultural or educational purposes in the fields of business, marketing, advertising, brand development, sales, customer service, cloud computing, data analytics, customer information, customer relationship management, and employee efficiency; arranging of exhibitions for cultural purposes, arranging of entertainment shows; providing online computer and electronic games; entertainment services, namely, conducting computer and electronic games on the Internet and on the mobile Internet; providing information on the entertainment services of others via online computer networks</p>
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U.S. Application No.	86454074	Application Date	11/13/2014
Registration Date	NONE	Foreign Priority Date	NONE

Word Mark	SALESFORCE
Design Mark	
Description of Mark	The mark consists of the word "SALESFORCE" in stylized lettering, contained within a cloud shape.
Goods/Services	<p>Class 042. First use: First Use: 0 First Use In Commerce: 0</p> <p>Computer software development in the field of mobile applications; providing temporary use of on-line non-downloadable software development tools; technical consulting services in the field of computer data management and computer data analytics; technical data analytics services, namely, data automation and collection service using proprietary software to evaluate, analyze and collect data in the fields of business, marketing, advertising, brand development, sales, customer service, cloud computing, data analytics, customer information, customer relationship management, and employee efficiency; software as a service (SAAS) services featuring software for providing data analytics, business analytics, business intelligence and for collecting and analyzing data in the fields of business, marketing, advertising, brand development, sales, customer service, cloud computing, customer information, customer relationship management, employee efficiency, and security and authentication; platform as a service (PaaS) software in the nature of a database for compiling data, customer data and customer interactions for enabling marketers to plan, personalize, optimize and customize communications with customers throughout the marketing, sales, and service lifecycle; platform as a service (PaaS) featuring computer software platforms for retrieving, tracking, analyzing, testing, measuring and managing data, customer data and customer interactions in the fields of business, marketing, advertising, brand development, sales, customer service, cloud computing, customer information, customer relationship management, employee efficiency, and security and authentication; platform as a service (PaaS) featuring computer software platforms for enabling marketers to plan, personalize, optimize, monitor, analyze and measure customer interactions across channels and devices; platform as a service (PaaS) featuring computer software platforms for enabling marketers to plan, personalize, optimize, monitor, analyze and measure customer interactions across social media, customer relationship management (CRM) systems, point-of-sale systems, web analytics, web posts, email and mobile devices; providing temporary use of online non-downloadable software for the optimization of online websites for third parties for marketing purposes; consulting services in the field of providing online, non-downloadable software and applications; providing temporary use of on-line non-downloadable software for creating and customizing computer and mobile application software functionality, integrating data, and automating business processes; online hosted computer services, namely, designing, developing, customizing, and maintaining computer</p>

	<p>software applications for others, and consulting services related thereto; technical research in the field of designing and developing computers and computer software systems for use in connection with automated business processes, business development tools, and business and data analytics; information technology consulting services; installation of computer software; computer system design and analysis; data conversion of computer programs and data; maintenance of computer software; monitoring of computer systems by remote access to ensure proper functioning; rental of computer software and web servers; scientific and technological services, namely, research and design in the field of computer hardware and software design and development; industry analysis and research services in the field of computer and mobile application software development; design and development of computer hardware and software; computer software consultancy; computer system design and analysis, namely, designing of computer systems for posting images, links, videos, text and other brand content, for retrieving, sorting, filtering and moderating user generated content and online communications, for managing brand content on social media websites and social networks, and for analyzing, retrieving and managing the performance of brand engagement; creating and maintaining web sites for others; providing search engines for the internet; styling services, namely, website and mobile application design services; web site design consultancy; consultancy in the design and development of computer hardware; digitization of documents; duplication of computer programs; providing temporary use of online non-downloadable software for generating embeddable code for websites, for the purpose of creating, customizing, deploying, scheduling, tracking, analyzing and managing online content on users' websites, on social media websites and other online forums, and for analyzing, monitoring and managing the performance of brand engagement of others; providing temporary use of online non-downloadable software for creating and deploying customized interactive content on social profiles; packaging design services; conducting technical project feasibility studies in the field of computer hardware and software design and development; quality control, namely, computer monitoring service which tracks application software performance, performs periodic software maintenance and provides reports and alerts concerning such performance; recovery of computer data; research and development of new products for others; server hosting; providing non-downloadable software for monitoring of social network sites and online content for others for the purpose of monitoring, analyzing, testing, and reporting about brand content on social media websites and social networks, and about the performance of online brand engagement; providing temporary use of on-line non-downloadable software development tools for the creation of mobile internet applications and client interfaces; providing temporary use of on-line non-downloadable cloud computing software for providing business data analytics, business analytics, business intelligence and for collecting and analyzing business data</p>
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U.S. Application No.	86454069	Application Date	11/13/2014
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	SALESFORCE		

Design Mark	
Description of Mark	The mark consists of the word, "SALESFORCE", in stylized lettering, contained within a cloud shape.
Goods/Services	<p>Class 035. First use: First Use: 0 First Use In Commerce: 0</p> <p>Business strategic planning services; business and marketing data analytics services for web and mobile sites; customer loyalty services for commercial, promotional and advertising purposes; marketing services for others, namely, marketing content development, media placement, strategy and management, social media strategy consultation, and social media community management; business consultancy services for others in connection with customer engagement and customer interactions on the Internet and other media; advisory services relating to advertising, marketing, sales and customer service; business organization and management advisory and consultancy services; compilation and systemization of data and information into computer databases; compilation and systemization of data and information into computer databases in the field of marketing, sales and customer service; compilation of statistics; office functions, namely, administration and indexing of data and information for business purposes; office functions, namely, creating indexes of information, websites and other information sources for business purposes; monitoring of social websites, internet postings, web content, and online content of others for customer-specified topics and to capture relevant content on those topics, and providing documentation and analysis of that online content to others for business purposes; Advertising services, namely, television advertising, online advertising on computer networks, radio advertising, advertising by mail order, bill-posting, print and Internet advertising; dissemination of advertising matter; direct mail advertising; advertising via mobile radio networks; advertising on mobile phone television; advertising on the Internet for others; advertising agency services; planning and design of advertising activities; Placing advertisements for companies on the Internet and other media for promotional purposes; distribution of samples for publicity purposes; sales promotion; public relations; computerized market research services conducted on digital networks; telemarketing services; market research and analysis services; public relations agency services; commercial information agencies; writing of publicity texts; creating and updating of advertising material; rental of advertising time on communication media; publication of publicity texts; publicity columns preparation; publicity material rental; production of advertising films; public opinion polling; news clipping services; marketing services; market research studies; marketing research services; rental of advertising space on the Internet; layout services for advertising purposes; arranging advertising events, namely, arranging and conducting special events for commercial, promotional or advertising purposes; multimedia advertising agency services.</p>

	<p>vices; merchandising agency services, namely, advertising, sales research and market studies and analysis; auctioneering provided on the Internet; arranging and conducting of exhibitions and trade fairs for business, commercial and advertising purposes; business organization and management consultancy, namely, development of business concepts; personnel management consultancy; outsourcing services; business efficiency expert services; arranging of trading and economical contacts for third parties, also over the Internet; arranging of contracts, for others, for the providing of services; arranging of contracts, for others, for the buying and selling of goods; business consultancy with regard to consumer products and consumer claims management via service hotlines, in particular for Internet users; conducting business research in computer files, in databases, on the Internet and on computer networks, for others, with regard to business matters and offers for goods and services; Compilation and systemization of information into computer databases; computerized file management; compilation of statistics; Office functions in the field of business data, namely, information and data compiling and indexing relating to business management; compilation of data, namely, image, audio and/or video data in computer databases for business purposes; organizing and conducting trade shows in the fields of business, marketing, advertising, brand development, sales, customer service, cloud computing, data analytics, customer information, customer relationship management, employee efficiency, and software development</p>
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U.S. Application No.	86454075	Application Date	11/13/2014
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	SALESFORCE		
Design Mark			
Description of Mark	The mark consists of the word, "SALESFORCE" in stylized lettering, contained within a cloud shape.		
Goods/Services	Class 045. First use: First Use: 2014/11/25 First Use In Commerce: 2014/11/25 Online social networking services for businesses and individuals via a global communications network; Internet-based social networking services; online social networking services in the field of business analytics, sales and service; licensing of computer systems and software; online social networking services for others; registration of domain names; security consultancy		

U.S. Application	86423963	Application Date	10/14/2014
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No.			
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	SALESFORCE1 LIGHTNING		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 009. First use: First Use: 0 First Use In Commerce: 0</p> <p>Downloadable software in the nature of a mobile application for creating and customizing mobile application functionality, integrating data, and automating business processes; computer application software for mobile phones, namely, software for creating and customizing computer application functionality, integrating data, and automating business processes; computer software, namely, downloadable and non-downloadable software development tools for the creation of mobile internet applications and client interfaces; computer software development tools; computer software for web and mobile applications for providing data analytics, business analytics, business intelligence and for collecting and analyzing data; enterprise software in the nature of a database for compiling data, customer data and customer interactions for enabling marketers to plan, personalize, optimize and customize communications with customers throughout the marketing, sales, and service lifecycle; downloadable computer programs and computer software for retrieving, tracking, analyzing, testing, measuring and managing data, customer data and customer interactions; downloadable computer programs and computer software for retrieving, tracking, analyzing, testing, measuring and managing data, customer data and customer interactions in the field of marketing, sales and customer service; downloadable computer programs and computer software recorded on data media for retrieving, tracking, analyzing, testing, measuring and managing data from computer networks, and from the Internet; downloadable computer programs and computer software recorded on data media for retrieving, tracking, analyzing, testing, measuring and managing data from computer networks and from the Internet in the field of marketing, sales and customer service; downloadable computer software and computer software recorded on data media for the scanning, displaying, processing, measuring and output of data on computer networks, on the Internet, and on mobile terminals, mobile phones, portable media players, and handheld computers; downloadable computer software and computer software recorded on data media for the scanning, displaying, processing, measuring and output of data on computer networks, on the Internet, and on mobile terminals, mobile phones, portable media players, and handheld computers, in the field of marketing, sales and customer service; downloadable software for generating embeddable code for websites, for the purpose of creating, customizing, deploying, scheduling, tracking, analyzing, testing, measuring and managing online content on users' websites, on social media websites, and other online forums; computer software for computer system and application development, deployment and management</p> <p>Class 035. First use: First Use: 0 First Use In Commerce: 0</p>		

	<p>Business and marketing data analytics services; business and marketing data analytics services for web and mobile sites; customer loyalty services for commercial, promotional and advertising purposes; marketing services for others, namely, marketing content development, media placement, strategy and management, social media strategy consultation, and social media community management; business consultancy services for others in connection with customer engagement and customer interactions on the Internet and other media; advisory services relating to advertising, marketing, sales and customer service; business organization and management advisory and consultancy services; compilation and systemization of data and information into computer databases; compilation and systemization of data and information into computer databases in the field of marketing, sales and customer service; compilation of statistics; office functions, namely, administration and indexing of data and information for business purposes; office functions, namely, creating indexes of information, websites and other information sources for business purposes; monitoring of social websites, internet postings, web content, and online content of others for customer-specified topics and to capture relevant content on those topics, and providing documentation and analysis of that online content to others for business purposes; Advertising services, namely, television advertising, online advertising on computer networks, radio advertising, advertising by mail order, bill-posting, print and Internet advertising; dissemination of advertising matter; direct mail advertising; advertising via mobile radio networks; advertising on mobile phone television; advertising on the Internet for others; advertising agency services; planning and design of advertising activities; placing advertisements for companies on the Internet and other media for promotional purposes; distribution of samples for publicity purposes; sales promotion; public relations; computerized market research services conducted on digital networks; telemarketing services; market research and analysis services; public relations agency services; commercial information agencies; writing of publicity texts; creating and updating of advertising material; rental of advertising time on communication media; publication of publicity texts; publicity columns preparation; publicity material rental; production of advertising films; public opinion polling; news clipping services; marketing services; market research studies; marketing research services; rental of advertising space on the Internet; layout services for advertising purposes; arranging advertising events, namely, arranging and conducting special events for commercial, promotional or advertising purposes; multimedia advertising agency services; merchandising agency services, namely, advertising, sales research and market studies and analysis; auctioneering provided on the Internet; arranging and conducting of exhibitions and trade fairs for business, commercial and advertising purposes; business management services; advisory services relating to advertising and marketing; business organization and management consultancy, namely, development of business concepts; business management advisory and consultancy services; business consultancy and advisory services; business consultancy; Business management assistance to industrial or commercial companies; personnel management consultancy; outsourcing services; business efficiency expert services; arranging of trading and economic contacts for third parties, also over the Internet; arranging of contracts, for others, for the providing of services; arranging of contracts, for others, for the buying and selling of goods; arranging subscriptions to telecommunication services for others; arranging of commercial transactions, for others, including within the framework of e-commerce; arranging of commercial contracts, for others, for the providing of services with regard to lotteries and competitions; administrative processing of purchase orders; business consultancy with regard to consumer products and consumer claims management via service hotlines, in particular for Internet users; conducting business research in computer files, in databases, on the Internet and on computer networks, for others, with regard to business matters and offers for goods and services; Compilation and systemization of information into computer databases; computerized file management; Office functions in the field of business data, namely, information and data compiling and indexing relating to business management; compilation of data, namely, image, audio</p>
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	<p>and/or video data in computer databases for business purposes; technical consulting services in the field of management of business data, business data analytics, and business intelligence analytics; optimization of online websites for third parties for marketing purposes; organizing and conducting tradeshow in the fields of business, marketing, advertising, brand development, sales, customer service, cloud computing, data analytics, customer information, customer relationship management, employee efficiency and software development</p> <p>Class 041. First use: First Use: 0 First Use In Commerce: 0</p> <p>Publication of printed matter, books, newspapers and periodicals, other than for advertising purposes; publication of newspapers, periodicals and books, and of instructional and information materials in the nature of pamphlets, brochures, manuals, informational flyers, informational sheets and newsletters in the fields of business, marketing, advertising, brand development, sales, customer service, cloud computing, data analytics, customer information, customer relationship management, employee efficiency, and software development, other than for advertising purposes, all in electronic form and on the Internet; electronic desktop publishing; publication of texts, other than publicity texts; rental of printed publications; publication of online books, newspapers and periodicals, other than for advertising purposes; editing of mobile websites for others, namely, editing of sounds, images, and written text on websites for others; rental of sound recordings; digital picture service, namely, digital imaging and photography services; production of television, mobile phone television and radio programs; film production, other than advertising films; organizing and conducting nightclub entertainment events, live cultural events, sporting events, namely, golf tournaments, training events, namely, conferences, live tutorials and symposia in the fields of business, marketing, advertising, brand development, sales, customer service, cloud computing, data analytics, customer information, customer relationship management, employee efficiency and software development, festivals, fairs, expositions, retreats, athletic competitions and charity sporting events, namely, golf tournaments, recognition award shows for people and organizations, and live music concerts, all for entertainment purposes; night club services; professional coaching services in the fields of automated business processes and the use of business development tools; correspondence schools; providing information about education; educational examination services; providing practical training services in the fields of advertising, brand development, the use of business development tools, and conducting business and data analytics; vocational education services, namely, vocational retraining services in the field of advertising, brand development, the use of business development tools, and conducting business and data analytics; arranging and conducting of educational conferences, educational congresses, and educational symposiums in the field of advertising and brand development; educational services, namely, providing seminars, training courses, instructional classes and educational lecture events in the fields of advertising, brand development, the use of business development tools, and conducting business and data analytics; arranging of exhibitions for cultural purposes; arranging of entertainment shows in the nature of festivals, fairs, expositions, retreats, athletic competitions, and charity sporting events, namely, golf tournaments, recognition award shows for people and organizations, and live music concerts, all for entertainment purposes; providing online games services on computer networks; conducting online electronic games on the Internet, and on the mobile Internet; entertainment in the form of information on entertainment services via computer networks</p> <p>Class 042. First use: First Use: 0 First Use In Commerce: 0</p> <p>Computer software development in the field of mobile applications; providing temporary use of on-line non-downloadable software development tools; technical data analytics services, namely, data automation and collection service using proprietary software to evaluate, analyze and collect service data; software as a service (SAAS) services featuring software for providing business data analytics, business analytics, business intelligence and for collecting and analyzing business data; platform as a service (PaaS) featuring computer software plat-</p>
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	<p>forms in the nature of databases for compiling customer data and customer interactions for enabling marketers to plan, personalize, optimize and customize communications with customers throughout the marketing, sales, and customer service lifecycle; platform as a service (PaaS) featuring computer software platforms for retrieving, tracking, analyzing, testing, measuring and managing customer data and customer interactions; platform as a service (PaaS) featuring computer software platforms for retrieving, tracking, analyzing, testing, measuring and managing customer data and customer interactions in the field of marketing, sales and customer service; platform as a service (PaaS) featuring computer software platforms for enabling marketers to plan, personalize, optimize, monitor, analyze and measure customer interactions across channels and devices; platform as a service (PaaS) featuring computer software platforms for enabling marketers to plan, personalize, optimize, monitor, analyze and measure customer interactions across social media, customer relationship management (CRM) systems, point-of-sale systems, web analytics, web posts, email and mobile devices; consulting services in the field of providing online, non-downloadable software and applications; providing temporary use of on-line non-downloadable software for creating and customizing computer and mobile application software functionality, integrating data, and automating business processes; online hosted computer services, namely, designing, developing, customizing, and maintaining computer software applications for others, and consulting services related thereto; technical research services in the field of designing and developing computers and computer software systems for use in connection with automated business processes, business development tools, and business and data analytics; information technology consulting services; installation of computer software; computer system design and analysis; data conversion of computer programs and data, not physical conversion; maintenance of computer software; monitoring of computer systems by remote access to ensure proper functioning; Scientific and technological services, namely, research and design in the field of computer hardware and software design and development; industrial analysis and research services in the field of computer and mobile application software development; design and development of computer hardware and software; computer software consultancy; computer system design and analysis, namely, designing of computer systems for posting images, links, videos, text and other brand content, for retrieving, sorting, filtering and moderating user generated content and online communications, for managing brand content on social media websites and social networks, and for analyzing, retrieving and managing the performance of brand engagement; creating and maintaining web sites for others; providing internet search engines; rental of computer software; software as a service (SAAS) services, namely, hosting software for use by others for use in creating and customizing computer and mobile application software functionality, integrating data, and automating business processes; styling services, namely, website and mobile application design services; web site design consultancy; consultancy in the design and development of computer hardware; digitization of documents; duplication of computer programs; providing temporary use of online non-downloadable computer software for generating embeddable code for websites, for the purpose of creating, customizing, deploying, scheduling, tracking, analyzing and managing online content on users' websites, on social media websites and other online forums, and for analyzing, monitoring and managing the performance of brand engagement of others; providing temporary use of online non-downloadable computer software for creating and deploying customized interactive content on social profiles; packaging design services; conducting technical project feasibility studies in the field of computer hardware and software design and development; quality control, namely, computer monitoring service which tracks application software performance, performs periodic maintenance and provides reports and alerts concerning such performance; recovery of computer data; rental of web servers; research and development of new products</p> <p>Class 045. First use: First Use: 0 First Use In Commerce: 0</p>
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	Licensing of computer systems and software; brand engagement and online communications investigations, namely, anti-counterfeiting consulting in the fields of brand monitoring and protection, to protect against counterfeiting, tampering, and diversion, and to ensure the integrity of genuine products; online social networking services for others; registration of domain names for identification of users on a global computer network; security consultancy
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U.S. Application No.	86423962	Application Date	10/14/2014
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	SALESFORCE WAVE		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 009. First use: First Use: 0 First Use In Commerce: 0</p> <p>Downloadable software in the nature of a mobile application for obtaining, storing, organizing, and monitoring businessanalytics information; computer application software for mobile phones, namely,software for use as a spreadsheet, for use in word processing, for use in database management, and for use in electronic storage of data in the field of business analytics; computer software, namely,downloadable and non-downloadable software development tools for the creation of mobile internet applications and client interfaces; computer software development tools; computer software for web andmobile applications for providing data analytics, business analytics, business intelligence and for collecting and analyzing data; enterprise software in the nature of a database for compiling data, customer data and customer interactions for enabling marketers to plan, personalize, optimize and customize communications with customers throughout the marketing, sales, and service lifecycle; downloadable computer programs and computer software for retrieving, tracking, analyzing, testing, measuring and managing data, customer data and customer interactions; downloadable computer programs and computer software for retrieving, tracking, analyzing, testing, measuring and managing data, customer data and customer interactions in the field of marketing, sales and customer service; downloadable computer programs and computer software recorded on data media for retrieving, tracking, analyzing, testing, measuring and managing data from computer networks, and from the Internet; downloadable computer programs and computer software recorded on data media for retrieving, tracking, analyzing, testing, measuring and managing data from computer networks and from the Internet in the field of marketing, sales and customer service; downloadable computer software and computer software recorded on data media for the scanning, displaying, processing, measuringand output of data on computer networks, on the Internet, and on mobile terminals, mobile phones, portable media players, and handheld computers; downloadable computer software and computer software recorded on data media for the scanning,displaying, processing, measuring and output of data on computer networks, on the Internet, and on mobile terminals, mobile phones, portable media players, andhandheld computers, in the field of</p>		

	<p>marketing, sales and customer service; downloadable software for generating embeddable code for websites, for the purpose of creating, customizing, deploying, scheduling, tracking, analyzing, testing, measuring and managing online content on users' websites, on social media websites, and other online forums; computer software for computer system and application development, deployment and management</p> <p>Class 035. First use: First Use: 0 First Use In Commerce: 0</p> <p>Business and marketing data analytics services; business and marketing data analytics services for web and mobile sites; customer loyalty services for commercial, promotional and advertising purposes; marketing services for others, namely, marketing content development, media placement, strategy and management, social media strategy consultation, and social media community management; business consultancy services for others in connection with customer engagement and customer interactions on the Internet and other media; advisory services relating to advertising, marketing, sales and customer service; business organization and management advisory and consultancy services; compilation and systemization of data and information into computer databases; compilation and systemization of data and information into computer databases in the field of marketing, sales and customer service; compilation of statistics; office functions, namely, administration and indexing of data and information for business purposes; office functions, namely, creating indexes of information, websites and other information sources for business purposes; monitoring of social websites, internet postings, web content, and online content of others for customer-specified topics and to capture relevant content on those topics, and providing documentation and analysis of that online content to others for business purposes; Advertising services, namely, television advertising, online advertising on computer networks, radio advertising, advertising by mail order, bill-posting, print and Internet advertising; dissemination of advertising matter; direct mail advertising; advertising via mobile radio networks; advertising on mobile phone television; advertising on the Internet for others; advertising agency services; planning and design of advertising activities; placing advertisements for companies on the Internet and other media for promotional purposes; distribution of samples for publicity purposes; sales promotion; public relations; computerized market research services conducted on digital networks; telemarketing services; market research and analysis services; public relations agency services; commercial information agencies; writing of publicity texts; creating and updating of advertising material; rental of advertising time on communication media; publication of publicity texts; publicity columns preparation; publicity material rental; production of advertising films; public opinion polling; news clipping services; marketing services; market research studies; marketing research services; rental of advertising space on the Internet; layout services for advertising purposes; arranging advertising events, namely, arranging and conducting special events for commercial, promotional or advertising purposes; multimedia advertising agency services; merchandising agency services, namely, advertising, sales research and market studies and analysis; auctioneering provided on the Internet; arranging and conducting of exhibitions and trade fairs for business, commercial and advertising purposes; business management services; advisory services relating to advertising and marketing; business organization and management consultancy, namely, development of business concepts; business management advisory and consultancy services; business consultancy and advisory services; business consultancy; Business management assistance to industrial or commercial companies; personnel management consultancy; outsourcing services; business efficiency expert services; arranging of trading and economic contacts for third parties, also over the Internet; arranging of contracts, for others, for the providing of services; arranging of contracts, for others, for the buying and selling of goods; arranging subscriptions to telecommunication services for others; arranging of commercial transactions, for others, including within the framework of e-commerce; arranging of commercial contracts, for others, for the providing of services with regard to lotteries and competitions; administrative pro-</p>
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	<p>cessing of purchase orders; business consultancy with regard to consumer products and consumer claimsmanagement via service hotlines, in particular for Internet users; conducting business research in computer files, in databases, on the Internet and on computer networks, for others, with regard to business matters and offers for goods andservices; Compilation and systemizationof information into computer databases;computerized file management; Office functions in the field of business data, namely, information and data compiling and indexing relating to business management; compilation of data, namely, image, audio and/or video data in computer databases for business purposes; technical consulting services in the field of management of business data, business data analytics, and business intelligence analytics; optimization of online websites for third parties for marketing purposes; organizing and conducting tradeshowsin the fields of business, marketing, advertising, brand development, sales, customer service, cloud computing, data analytics, customer information, customer relationship management, employee efficiency, and software development</p> <p>Class 041. First use: First Use: 0 First Use In Commerce: 0</p> <p>Publication of printed matter, books, newspapers and periodicals, other than for advertising purposes; publication of newspapers, periodicals and books, and ofinstructional and information materialsin the nature of pamphlets, brochures, manuals, informational flyers, informational sheets and newsletters in the fields of business, marketing, advertising, brand development, sales, customer service, cloud computing, data analytics, customer information, customer relationship management, employee efficiency, and software development, other than for advertising purposes, all in electronic form and on the Internet; electronic desktop publishing; publication of texts, other than publicity texts; rental of printed publications; publication of online books, newspapers and periodicals, other thanfor advertising purposes; editing of mobile websites for others, namely, editing of sounds, images, and written text onwebsites for others; rental of sound recordings; digital picture service, namely, digital imaging and photography services; production of television, mobile phone television and radio programs; film production, other than advertising films; organizing and conducting nightclub entertainment events, live cultural events, sporting events, namely, golf tournaments, training events, namely, conferences, live tutorials and symposia in the fields of business, marketing, advertising, brand development, sales, customer service, cloud computing, data analytics, customer information, customer relationship management, employee efficiency, and software development, festivals, fairs, expositions, retreats, athletic competitions and charity sporting events, namely, golf tournaments, recognition award shows for people and organizations, and live music concerts, all for entertainmentpurposes; night club services; professional coaching services in the field of business and data analytics; correspondence schools; providing information about education; educational examination services; providing practical training services in the fields of advertising, brand development, and conducting business and data analytics; vocational education services, namely, vocational retraining services in the fields of advertising, brand development, and conducting business and data analytics; arranging and conducting of educational conferences, educational congresses, and educational symposiumsin the field of advertising and branddevelopment; educational services, namely, providing seminars, training courses, instructional classes and educational lecture events in the field of advertising, brand development, and conducting business and data analytics; arranging of exhibitions for cultural purposes; arranging of entertainment shows in the nature of festivals, fairs, expositions, retreats, athletic competitions and charity sporting events, namely, golf tournaments, recognition award shows for people and organizations, and live music concerts, all for entertainment purposes; providing online games services on computer networks; conducting online electronic games on the Internet and on the mobile Internet; entertainment in the form of information on entertainment services via computer networks</p> <p>Class 042. First use: First Use: 0 First Use In Commerce: 0</p> <p>Computer software development in the field of mobile applications; providing</p>
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	<p>temporary use of on-line non-downloadable software development tools; technical data analytics services, namely, data automation and collection service using proprietary software to evaluate, analyze and collect service data; software as a service (SAAS) services featuring software for providing business data analytics, business analytics, business intelligence and for collecting and analyzing business data; platform as a service (PaaS) featuring computer software platforms in the nature of databases for compiling customer data and customer interactions for enabling marketers to plan, personalize, optimize and customize communications with customers throughout the marketing, sales, and customer service lifecycle; platform as a service (PaaS) featuring computer software platforms for retrieving, tracking, analyzing, testing, measuring and managing customer data and customer interactions; platform as a service (PaaS) featuring computer software platforms for retrieving, tracking, analyzing, testing, measuring and managing customer data and customer interactions in the field of marketing, sales and customer service; platform as a service (PaaS) featuring computer software platforms for enabling marketers to plan, personalize, optimize, monitor, analyze and measure customer interactions across channels and devices; platform as a service (PaaS) featuring computer software platforms for enabling marketers to plan, personalize, optimize, monitor, analyze and measure customer interactions across social media, customer relationship management (CRM) systems, point-of-sale systems, web analytics, web posts, email and mobile devices; consulting services in the field of providing online, non-downloadable software and applications; providing temporary use of on-line non-downloadable software for use as a spreadsheet, for use in word processing, for use in database management and for use in electronic storage of data in the field of business and data analytics; online hosted computer services, namely, designing, developing, customizing, and maintaining computer software applications for others, and consulting services related thereto; technical research services in the field of designing and developing computers and computer software systems for use in the field of business and data analytics; information technology consulting services; installation of computer software; computer system design and analysis; data conversion of computer programs and data, not physical conversion; maintenance of computer software; monitoring of computer systems by remote access to ensure proper functioning; Scientific and technological services, namely, research and design in the field of computer hardware and software design and development; industrial analysis and research services in the field of developing computer and mobile application software for use in the field of business and data analytics; design and development of computer hardware and software; computer software consultancy; computer system design and analysis, namely, designing of computer systems for posting images, links, videos, text and other brand content, for retrieving, sorting, filtering and moderating user generated content and online communications, for managing brand content on social media websites and social networks, and for analyzing, retrieving and managing the performance of brand engagement; creating and maintaining web sites for others; providing internet search engines; rental of computer software; software as a service (SAAS) services, namely, hosting software for use by others for use as a spreadsheet, for use in word processing, for use in database management and for use in electronic storage of data in the field of business and data analytics; styling services, namely, web site design services; web site design consultancy; consultancy in the design and development of computer hardware; digitization of documents; duplication of computer programs; providing temporary use of online non-downloadable computer software for generating embeddable code for websites, for the purpose of creating, customizing, deploying, scheduling, tracking, analyzing and managing online content on users' websites, on social media websites and other online forums, and for analyzing, monitoring and managing the performance of brand engagement of others; providing temporary use of online non-downloadable computer software for creating and deploying customized interactive content on social profiles; packaging design services; conducting technical project feasibility studies in the field of computer hardware and software design</p>
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	<p>and development; quality control, namely, computer monitoring service which tracks application software performance, performs periodic maintenance and provides reports and alerts concerning such performance; recovery of computer data; rental of web servers; research and development of new products</p> <p>Class 045. First use: First Use: 0 First Use In Commerce: 0</p> <p>Licensing of computer systems and software; brand engagement and online communications investigations, namely, anti-counterfeiting consulting in the fields of brand monitoring and protection, to protect against counterfeiting, tampering, and diversion, and to ensure the integrity of genuine products; online social networking services for others; registration of domain names for identification of users on a global computer network; security consultancy</p>
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U.S. Application No.	86391400	Application Date	09/10/2014
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	SALESFORCE PARDOT		
Design Mark			
Description of Mark	The mark consists of "SALESFORCE" in white lettering on a blue background shaped like a cloud with "PARDOT" in gray lettering next to it.		
Goods/Services	<p>Class 009. First use: First Use: 0 First Use In Commerce: 0</p> <p>Downloadable computer programs and computer software recorded on data media for retrieving, analyzing, and managing multimedia data from computer networks, including the Internet and on mobile terminals; downloadable computer software and computer software recorded on data media for the scanning, displaying, processing and output of multimedia data on computer networks, including the Internet, and on mobile terminals; computer operating programs; interfaces for computers and mobile devices, namely, mobile phones, mobile computers and tablet computers, downloadable electronic publications in the nature of articles, white papers, brochures, fliers, fact sheets, slip sheets, data sheets, application notes, training manuals, leaflets, and journals in the fields of business software, business management and business consultancy; downloadable software for generating embeddable code for websites, for the purpose of creating, customizing, deploying, scheduling, tracking, analyzing and managing online content on users' websites, on social media websites and other online forums; downloadable software for creating and deploying customized interactive content on social profiles; computer software development tools; website development software; computer software for computer system and application development, deployment and management; computer software to facilitate communicating online and through other shared networks and for customizing computer application user interfaces; downloadable software for generating embeddable code for websites; downloadable software for creating and deploying customized interactive content on social media profiles</p> <p>Class 035. First use: First Use: 0 First Use In Commerce: 0</p> <p>Advertising services, namely, television advertising, online advertising on computer networks, radio advertising, advertising by mail order, bill-posting, print</p>		

	<p>and Internet advertising; advertising via mobile radio networks; television advertising directed to mobile phones; advertising conducted via streaming video on mobile phone applications; advertising on the Internet for others; advertising agency services; business consultancy services for others in connection with corporate profiles and customer engagement on the Internet and other media; sales promotion for others; public relations; rental of advertising space on the Internet; arranging and conducting special events for commercial, promotional or advertising purposes; multimedia advertising agency services; auctioneering on the Internet; advisory services relating to advertising and marketing; business organization and management consultancy, namely, development of business concepts; business management advisory and consultancy services; trading of information and contacts over the Internet for others for business purposes; compilation and systemization of data and information into computer databases; compilation of statistics; office functions, namely, administration and indexing of data and information for business purposes; office functions, namely, creating indexes of information, websites and other information sources for business purposes; compilation of data, namely, image, audio and/ or video data in computer databases for business purposes; monitoring of social websites, internet postings, web content, and online content of others for customer-specified topics and to capture relevant content on those topics, and providing documentation and analysis of that online content to others for business purposes; brand engagement and online communications investigations, namely, brand evaluation services in the nature of managing, analyzing, reviewing and reporting about brand content on social media websites and social networks, and about the performance of online brand engagement</p> <p>Class 042. First use: First Use: 0 First Use In Commerce: 0</p> <p>Providing temporary use of on-line non-downloadable software to store, manage, track, analyze, and report data, and for use in database management, for use as spreadsheet, for word processing, and for data storage in the field of marketing automation, lead generation, e-mail targeting, sales pipeline acceleration, marketing Return on Investment (ROI) calculation, marketing, promotion, sales, customer information, customer relationship management, sales support, employee efficiency, cloud computing, data management, data analytics, and business intelligence analytics; providing temporary use of online non-downloadable computer software application development tools and online non-downloadable programming language software for use in developing, analyzing, coding, checking, and controlling other computer software; providing temporary use of online non-downloadable computer software that implements a procedural and object-oriented programming language; online hosted computer services, namely, designing, developing, customizing, and maintaining computer software applications for others, and consulting services related thereto; software as a service (SaaS) services, namely, hosting software for use by others to store, manage, track, analyze, and report data, and for use in database management, for use as spreadsheet, for word processing, and for data storage in the field of marketing automation, lead generation, e-mail targeting, sales pipeline acceleration, marketing Return on Investment (ROI) calculation, marketing, promotion, sales, customer information, customer relationship management, sales support, employee efficiency, cloud computing, data management, data analytics, and business intelligence analytics; technical research in the field of designing and developing computers and computer software systems for use in connection with marketing automation, lead generation, e-mail targeting, sales pipeline acceleration, marketing Return on Investment (ROI) calculation, marketing, promotion, sales, customer information, customer relationship management, sales support, employee efficiency, cloud computing, data management, data analytics, and business intelligence analytics; web site design consultancy; digitization of documents; duplication of computer programs; information technology consulting services; installation of computer software; packaging design services; technical project studies in the field of marketing automation, lead generation, e-mail targeting, sales pipeline acceleration, marketing Return on Investment (ROI) calculation, marketing, promotion, sales, customer information, customer relationship management, sales support, employee efficiency, cloud computing, data management, data analytics, and business intelligence analytics</p>
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	<p>lation, marketing, promotion, sales, customer information, customer relationship management, sales support, employee efficiency, cloud computing, data management, data analytics, and business intelligence analytics; quality control, namely, computer monitoring service which tracks application software performance, performs periodic maintenance and provides reports and alerts concerning such performance; recovery of computer data; rental of web servers; re-search and development of new products for others; server hosting; design and development of computer hardware and software; computer software consultancy; computer system design and analysis; data conversion of computer programs and data, not physical conversion; maintenance of computer software; monitoring of computer systems by remote access to ensure proper functioning; rental of computer software; providing temporary use of online non-downloadable software for generating embeddable code for websites; providing temporary use of online non-downloadable software for creating and deploying customized interactive content on social media profiles</p> <p>Class 045. First use: First Use: 0 First Use In Commerce: 0</p> <p>Licensing of computer systems and software; online social networking services for others</p>
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U.S. Application No.	86266637	Application Date	04/29/2014
Registration Date	NONE	Foreign Priority Date	10/30/2013
Word Mark	SALESFORCE1		
Design Mark	 <p>The design mark for the word 'SALESFORCE1' is displayed in a large, black, serif font. The letters are bold and evenly spaced, with the '1' being slightly smaller than the other characters.</p>		
Description of Mark	NONE		
Goods/Services	<p>Class 009. First use: First Use: 0 First Use In Commerce: 0</p> <p>Downloadable computer programs in the nature of mobile applications for obtaining, storing, organizing, managing, tracking, monitoring, analyzing and reporting business analytics information and data in the fields of business, marketing, promotion, sales, service, customer information, customer relationship management, sales support, social media management and publication, and employee efficiency; downloadable computer programs for mobile phones and devices for use in database management and for use in electronic storage of data in the fields of business, business analytics, marketing, promotion, sales, service, customer information, customer relationship management, sales support, social media management and publication, and employee efficiency; downloadable computer programs for use as software development tools for the creation of mobile internet applications, web applications, websites, and client interfaces; downloadable computer programs for web site development; downloadable computer programs for use in customer relationship management (CRM); downloadable computer programs for creating searchable databases of information and data; downloadable computer program, namely, an application software allowing sales and field service employees to update and receive data stored in an enterprise's computer databases in real time, using a mobile device, with full tele-</p>		

	<p>phony integration with the telephone and/or software features of the mobile device; downloadable computer program for use in databasemanagement to provide an on-line database in the field of transaction processing to upload transactional data, provide statistical analysis, and produce notifications and reports; downloadable computer programs that provide real-time, integrated business management intelligence by combining information from various databases and presenting it in an easy-to-understand user interface; downloadable computer programs for providing data analytics, business analytics, business intelligence and for collecting and analyzing data; downloadable computer programs for creating and providing databases forcompiling data, customer data and customer interactions for enabling marketers to plan, personalize, optimize and customize communications with customers throughout the marketing, sales, and service lifecycle; downloadable computer programs for retrieving, tracking, analyzing, testing, measuring and managing data, customer data and customer interactions; downloadable computer programs for retrieving, tracking, analyzing, testing, measuring and managing data, customer data and customer interactions in the field of marketing, sales and service; downloadable computer programs recorded on data media for retrieving, tracking, analyzing,testing, measuring and managing data from computer networks and from the Internet in the field of marketing, sales and service; downloadable computer programs for mobile phones, portable media players, and handheld computers for providing data analytics, business analytics, business intelligence and for collecting andanalyzing data; downloadable computer programs recorded on data media for the scanning, displaying, processing, measuring and output of data on computer networks, on the Internet, and on mobile terminals and devices in the field of marketing, sales, service, business analytics, data analytics, and business intelligence; download-able computer programs for generating embeddable code for websites for the purpose of creating, customizing, deploying, scheduling, tracking, analyzing, testing, measuring and managing online content on users' websites, on social-media websites, and other online forums; downloadable computer programs for computer system and application development, deployment and management; computer operating programs, recorded; downloadablecomputer software, in particular for the scanning, displaying, processing and output of multimedia data on computer networks, namely, the Internet, and on mobile terminals</p> <p>Class 035. First use: First Use: 0 First Use In Commerce: 0</p> <p>Market research and analysis services; updating of advertising material; marketing; marketing, namely, marketing data analytics services for businesses and business websites and mobile sites; marketing services for others, namely, marketing content development, media placement, marketing strategy and management, social media strategy consultation, and social media community management; marketing studies; marketing research; arranging and conducting of exhibitions and trade fairs for industrial, commercial and advertising purposes; business management services; advisory services relating to advertising and marketing; business management and organization consultancy, in particular development of business concepts; business management advisory and consultancy services; business consultancy and advisory services; business consultancy and advisory services, namely, strategic planning services; business consultancy services for others in connection with customer engagement and customer interactions on the Internet and other media; business consultancy and advisory services relating to business management, business planning, business analysis, business organization, business operations, advertising, marketing, sales and service; arranging of contracts, for others, for the buying and selling of goods; arranging of commercial transactions, for others, including within the framework of e-commerce; conducting business researchfor others in computer files, in databases, on the Internet and on computer networks with regard to business matters and into offers for goods and services; maintenance and compilation of data and information in computer databases; maintenance and compilation of data and information in computer databases featuring information regarding sales, service and marketing; compilation of data and informa-</p>
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	<p>tion in computer databases for business purposes; compilation of data and information in computer databases in the field of marketing, sales and service; systemization of data in computer databases for business purposes; systemization of data in computer databases in the field of marketing, sales and service; computerized file management; compilation of statistics; compilation of statistics for business purposes; office functions for the administration and indexing of data and information; office functions for the administration and indexing of data and information for business purposes; office functions for the creating of indexes with regard to information, websites and other information sources; office functions for the creating of indexes with regard to information, websites and other information sources for business purposes; compilation of data, in particular image, audio and/or video data in computer databases for business purposes; brand engagement and online communications investigations, namely, brand evaluation services in the nature of managing, analyzing, reviewing and reporting about brand content on social media websites and social networks, and about the performance of online brand engagement</p> <p>Class 041. First use: First Use: 0 First Use In Commerce: 0</p> <p>Publication of printed matter, books, newspapers and/or periodicals other than for advertising purposes; publication of newspapers, periodicals and books, and of printed instructional and information material other than for advertising purposes, in electronic form and/or on the Internet; electronic desktop publishing; online publication of printed matter other than for advertising purposes; editing of mobile websites; education information in the fields of business, marketing, sales and service; educational examination; practical training; practical training in the fields of business, marketing, sales and service; vocational retraining education in the fields of business, marketing, sales and service</p> <p>Class 042. First use: First Use: 0 First Use In Commerce: 0</p> <p>Scientific and technological services and research and design relating thereto, namely, computer system design; design and development of computer software; design and development of computer software applications for others; scientific and technological services in the nature of technical consulting services in the field of data management, data analytics, and business intelligence analytics; scientific and technological services in the nature of technical data analytics services, namely, data automation and collection service using proprietary software to evaluate, analyze and collect data in the fields of business, marketing, sales and service; development of computer software in the field of mobile applications; computer software consultancy; computer software consultancy in the field of data management, data analytics, and business intelligence analytics; computer system design and analysis including for posting images, links, videos, text and other brand content, for retrieving, sorting, filtering and moderating user generated content and online communications, for managing brand content on social media websites and social networks, and for analyzing, retrieving and managing the performance of brand engagement; creating and maintaining web sites for others; data conversion of computer programs and data; maintenance of computer software; monitoring of computer systems by remote access; rental of computer software; software as a service (SAAS) services featuring software for providing data analytics, business analytics, business intelligence and for collecting and analyzing data; software as a service (SAAS) services featuring software in the nature of software development tools; software as a service (SAAS) services featuring software in the nature of a database for compiling data, customer data and customer interactions for enabling marketers to plan, personalize, optimize and customize communications with customers throughout the marketing, sales and service lifecycle; software as a service (SAAS) services featuring computer software for retrieving, tracking, analyzing, testing, measuring and managing data, customer data and customer interactions; software as a service (SAAS) services featuring computer software for retrieving, tracking, analyzing, testing, measuring and managing data, customer data and customer interactions in the field of marketing, sales and service; software as a service (SAAS) services featuring computer software for en-</p>
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	<p>abling marketers to plan, personalize, optimize, monitor, analyze and measure customer interactions across channels and devices; software as a service (SAAS) services featuring computer software for enabling marketers to plan, personalize, optimize, monitor, analyze and measure customer interactions across social media, customer relationship management (CRM) systems, point-of-sale systems, web analytics, web posts, email and mobile devices; software as a service (SAAS) services featuring software for the optimization of online websites for third parties for marketing purposes; technical research in the fields of business and data analytics; information technology consulting services; information technology consulting services in the field of providing online, non-downloadable software and applications; installation of computer software; providing online non-downloadable software for generating embeddable code for websites, for the purpose of creating, customizing, deploying, scheduling, tracking, analyzing and managing online content on users' websites, on social media websites and other online forums, and for analyzing, monitoring and managing the performance of brand engagement of others; providing online non-downloadable software for creating and deploying customized interactive content on social profiles; rental of web servers; monitoring of social network sites and online content for others for the purpose of monitoring, analyzing, testing, and reporting about brand content on social media websites and social networks, and about the performance of online brand engagement</p> <p>Class 045. First use: First Use: 0 First Use In Commerce: 0</p> <p>Online social networking services for businesses and individuals via a global communications network; online social networking services in the field of business analytics, sales and service; licensing of computer systems and software; online social networking services for others</p>
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U.S. Application No.	86266639	Application Date	04/29/2014
Registration Date	NONE	Foreign Priority Date	10/31/2013
Word Mark	SALESFORCE1		
Design Mark			
Description of Mark	The mark consists of the wording "SALESFORCE" in stylized lettering and the number "1" in large stylized font.		

Goods/Services	<p>Class 009. First use: First Use: 0 First Use In Commerce: 0</p> <p>Downloadable software in the nature of a mobile application; computer application software for mobile phones and devices; computer software, namely, downloadable and non-downloadable software development tools for the creation of mobile internet applications, web applications, websites, and client interfaces; web sitedevelopment software; computer softwarefor use in customer relationship management (CRM); computer software for creating searchable databases of information and data; computer software, namely, an application allowing sales and field service employees to update and receive datastored in an enterprise's computer databases in real time, using a mobile device, with full telephony integration with the telephone and/or software features of the mobile device; computer software for providing an on-line database in the field of transaction processing to upload transactional data, provide statistical analysis, and produce notifications and reports; computer software that provides real-time, integrated business management intelligence by combining information from various databases and presentingit in an easy-to-understand user interface; downloadable software, mobile applications, and cloud computer software forproviding data analytics, business analytics, business intelligence and for collecting and analyzing data; computer software for web and mobile applications for providing data analytics, business analytics, business intelligence and for collecting and analyzing data; enterprise software in the nature of a database for-compiling data, customer data and customer interactions for enabling marketers to plan, personalize, optimize and customize communications with customers throughout the marketing, sales, and service lifecycle; downloadable computer programs and computer software for retrieving, tracking, analyzing, testing, measuring and managing data, customer data and customer interactions; downloadable computer programs and computer software for retrieving, tracking, analyzing, testing, measuring and managing data, customer data and customer interactions in the fieldof marketing, sales and service; downloadable computer programs and computer software recorded on data media for retrieving, tracking, analyzing, testing, measuring and managing data from computer networks and from the Internet in the field of marketing, sales and service; computer application software for mobile phones, portable media players, handheld computers, namely, software for providing data analytics, business analytics, business intelligence and for collecting and analyzing data; downloadable computer software and computer software recorded ondata media for the scanning, displaying, processing, measuring and output of data on computer networks, on the Internet, and on mobile terminals and devices inthe field of marketing, sales, services, business analytics, data analytics, and business intelligence; downloadable software for generating embeddable code for websites, for the purpose of creating,customizing, deploying, scheduling, tracking, analyzing, testing, measuring andmanaging online content on users' websites, on social media websites, and otheronline forums; computer software for computer system and application development, deployment and management; computer operating programs, recorded; downloadable computer software, in particular for the scanning, displaying, processing and output of multimedia data on computer networks, namely, the Internet, and mobileterminals</p> <p>Class 042. First use: First Use: 0 First Use In Commerce: 0</p> <p>Computer software development in the field of mobile applications; providing temporary use of on-line non-downloadable software development tools; technical consulting services in the field of data management, data analytics, and business intelligence analytics; technical data analytics services; software as a service(SAAS) services featuring software for providing data analytics, business analytics, business intelligence and for collecting and analyzing data; platform as a service (PaaS) software in the nature of a database for compiling data, customer data and customer interactions for enabling marketers to plan, personalize, optimize and customize communications withcustomers throughout the marketing, sales, and service lifecycle; platform as a service (PaaS) featuring computer software platforms for retrieving, tracking, analyzing, testing, measuring</p>
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	<p>and managing data, customer data and customer interactions; platform as a service (PaaS) featuring computer software platforms for retrieving, tracking, analyzing, testing, measuring and managing data, customer data and customer interactions in the field of marketing, sales and service; platform as a service (PaaS) featuring computer software platforms for enabling marketers to plan, personalize, optimize, monitor, analyze and measure customer interactions across channels and devices; platform as a service (PaaS) featuring computer software platforms for enabling marketers to plan, personalize, optimize, monitor, analyze and measure customer interactions across social media, customer relationship management (CRM) systems, point-of-sale systems, web analytics, web posts, email and mobile devices; optimization of online websites for third parties for marketing purposes; consulting services in the field of providing online, non-downloadable software and applications; providing temporary use of on-line non-downloadable software; online hosted computer services, namely, designing, developing, customizing, and maintaining computer software applications for others, and consulting services related thereto; technical research; information technology consulting services; installation of computer software; computer system design and analysis; data conversion of computer programs and data; maintenance of computer software; monitoring of computer systems by remote access; rental of computer software and web servers; design and development of computer software; computer software consultancy; computer system design and analysis including for posting images, links, videos, text and other brand content, for retrieving, sorting, filtering and moderating user generated content and online communications, for managing brand content on social media websites and social networks, and for analyzing, retrieving and managing the performance of brand engagement; creating and maintaining web sites for others; data conversion of computer programs and data; maintenance of computer software; providing online non-downloadable software for generating embeddable code for websites, for the purpose of creating, customizing, deploying, scheduling, tracking, analyzing and managing online content on users websites, on social media websites and other online forums, and for analyzing, monitoring and managing the performance of brand engagement of others; providing online non-downloadable software for creating and deploying customized interactive content on social profiles</p>
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U.S. Application No.	86132692	Application Date	12/02/2013
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	SALESFORCE IDENTITY		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 009. First use: First Use: 0 First Use In Commerce: 0</p> <p>Downloadable computer programs for improving usability and security with standards-based single sign on, mobile identity services, social collaboration services, external identity management, brandable identity services, social sign</p>		

	<p>on services, user and access management services, cloud directory services, directory integration services, multi-factor authentication services, reporting and dashboard services; computer operating programs; computer software, both recorded on data media or downloadable in particular for the scanning, displaying, processing and output of multimedia data on computer networks, including the internet and on mobile terminals; downloadable electronic publications in the nature of magazines, books, newspapers, newsletters, periodicals, pamphlets, brochures, manuals, informational flyers, and informational sheets related to improving usability and security with standards-based single sign on, mobile identity services, social collaboration services, external identity management, brandable identity services, social sign on services, user and access management services, cloud directory services, directory integration services, multi-factor authentication services, reporting and dashboard services; electronic notice boards; computer software to facilitate communicating online and through other shared networks and for customizing computer application user interfaces; bags adapted for laptops; interfaces for computers; provision of downloadable software for generating embeddable code for websites, for the purpose of creating, customizing, deploying, scheduling, tracking, analyzing and managing online content on users' websites, on social media websites and other online forums, and for analyzing, monitoring and managing the performance of brand engagement of others; provision of downloadable software for creating and deploying customized interactive content on social profiles, and for improving usability and security with standards-based single sign on, mobile identity services, social collaboration services, external identity management, brandable identity services, social sign on services, user and access management services, cloud directory services, directory integration services, multi-factor authentication services, reporting and dashboard services</p>
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U.S. Application No.	86132707	Application Date	12/02/2013
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	SALESFORCE IDENTITY		
Design Mark	 <p>The design mark shows the words "SALESFORCE IDENTITY" in a large, bold, serif font. The text is centered within a rectangular frame.</p>		
Description of Mark	NONE		
Goods/Services	<p>Class 042. First use: First Use: 0 First Use In Commerce: 0</p> <p>Scientific and technological services, namely, research and design services in the field of computer programming, user interface components, computer programming languages, customizing software application development, open source software frameworks and related information in the field of computer technology; research services in the field of computer programming, user interface components, computer programming languages, customizing software application development, open source software frameworks and related information in the field of computer technology; design and development of computer hardware and software; computer software consultancy; computer system design and analysis including for posting images, links, videos, text and other brand content,</p>		

	<p>for retrieving, sorting, filtering and moderating user generated content and online communications, for managing brand content on social media websites and social networks, for analyzing, retrieving and managing the performance of brand engagement, and for improving usability and security with standards-based single sign on, mobile identity services, social collaboration services, external identity management, brandable identity services, social sign on services, user and access management services, cloud directory services, directory integration services, multi-factor authentication services, reporting and dashboard services; creating and maintaining web sites for others; data conversion of computer programs and data, not physical conversion; maintenance of computer software; monitoring of computer systems by remote access to ensure proper functioning; providing search engines for the internet for obtaining data on a global computer networks; rental of computer software; providing temporary use of non-downloadable software for generating embeddable code for websites, for the purpose of creating, customizing, deploying, scheduling, tracking, analyzing and managing online content on users' websites, on social media websites and other online forums, and for analyzing, monitoring and managing the performance of brand engagement of others; providing temporary use of non-downloadable software for creating and deploying customized interactive content on social profiles, and for improving usability and security with standards-based single sign on, mobile identity services, social collaboration services, external identity management, brandable identity services, social sign on services, user and access management services, cloud directory services, directory integration services, multi-factor authentication services, reporting and dashboard services; consultancy in the design and development of computer hardware; duplication of computer programs; information technology consulting services; research and development of new products for others; server hosting; software as a service (SAAS) services, featuring software for improving usability and security with standards-based single sign on, mobile identity services, social collaboration services, external identity management, brandable identity services, social sign on services, user and access management services, cloud directory services, directory integration services, multi-factor authentication services, reporting and dashboard services</p>
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U.S. Application No.	85766581	Application Date	10/30/2012
Registration Date	NONE	Foreign Priority Date	06/20/2012
Word Mark	SALESFORCE MARKETING CLOUD		
Design Mark			
Description of Mark	<p>The mark consists of the stylized wording "SALESFORCE". The word "SALES" is grey; the word "FORCE" is black. The wording "SALESFORCE" is contained within a cloud that is white in the center and blue on the edges. Below and to the right of the cloud design is the blue stylized wording "MARKETING CLOUD".</p>		
Goods/Services	<p>Class 009. First use: First Use: 0 First Use In Commerce: 0</p> <p>Apparatus, namely, digital video recorders, for recording, transmission or reproduction of sound or images; blank magnetic data carriers, calculating machines; computers and data-processing apparatus; downloadable computer programs and computer software recorded on data media for retrieving, analyzing, and managing multimedia data from computer networks, including the Internet and on mobile terminals; games programs for computers; downloadable computer software and computer software recorded on data media for the scanning,</p>		

	<p>displaying, processing and output of multimedia data on computer networks, including the Internet, and on mobile terminals; prerecorded magnetic data carriers featuring downloadable computer programs and computer software for retrieving, analyzing, and managing multimedia data from computer networks, including the Internet and on mobile terminals; downloadable electronic publications, namely, newsletters, books, magazines, pamphlets, and brochures in the fields of business software and related management and consultancy services; computer software to facilitate communicating online and through other shared networks and for customizing computer application user interfaces</p> <p>Class 041. First use: First Use: 0 First Use In Commerce: 0</p> <p>Online publication of periodicals and books, and of printed instructional and informational material, other than for advertising purposes; rental of printed publications; online publication of printed matter, other than for advertising purposes; production of television and radio programs; production of streaming videos via mobile phone applications; conducting entertainment events, cultural events, live cultural and sporting events, training events, namely, conferences, trade shows, festivals, fairs, expositions, retreats, athletic competitions, golf tournaments, charity sporting events, ceremonies, and award shows in the fields of business software and related management and consultancy services; arranging special events for social entertainment purposes; online electronic games, computer games and video games services; entertainment services, namely, conducting electronic games, computer games, and video games; providing a website featuring entertainment information</p> <p>Class 045. First use: First Use: 0 First Use In Commerce: 0</p> <p>Licensing of computer systems and software; brand engagement and online communications investigations; online social networking services for others</p>
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Attachments	<p>85046219#TMSN.png(bytes)</p> <p>85273852#TMSN.png(bytes)</p> <p>77242437#TMSN.png(bytes)</p> <p>85217360#TMSN.png(bytes)</p> <p>85146763#TMSN.png(bytes)</p> <p>77934681#TMSN.png(bytes)</p> <p>85166166#TMSN.png(bytes)</p> <p>78713215#TMSN.png(bytes)</p> <p>78713222#TMSN.png(bytes)</p> <p>85273844#TMSN.png(bytes)</p> <p>77804901#TMSN.png(bytes)</p> <p>77804904#TMSN.png(bytes)</p> <p>85189612#TMSN.png(bytes)</p> <p>77698786#TMSN.png(bytes)</p> <p>77698819#TMSN.png(bytes)</p> <p>78509506#TMSN.png(bytes)</p> <p>85684339#TMSN.png(bytes)</p> <p>78713221#TMSN.png(bytes)</p> <p>85208281#TMSN.png(bytes)</p> <p>85217946#TMSN.png(bytes)</p> <p>85217989#TMSN.png(bytes)</p> <p>86420019#TMSN.png(bytes)</p> <p>86420021#TMSN.png(bytes)</p> <p>75836332#TMSN.png(bytes)</p> <p>76575119#TMSN.png(bytes)</p> <p>85236914#TMSN.png(bytes)</p> <p>85183461#TMSN.png(bytes)</p> <p>85183487#TMSN.png(bytes)</p> <p>85183493#TMSN.png(bytes)</p> <p>85140258#TMSN.png(bytes)</p>
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Certificate of Service

The undersigned hereby certifies that a copy of this paper has been served upon all parties, at their address record by First Class Mail on this date.

Signature	/John L. Slafsky/
Name	John L. Slafsky
Date	10/06/2016

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

SALESFORCE.COM, INC.,)	
)	Opposition No.:
Opposer,)	
v.)	
)	<u>NOTICE OF OPPOSITION</u>
MC GEEVER, LLC,)	
)	
Applicant.)	

Re: Mark: 
Serial No.: 86/671,570
Filed: June 23, 2015
Published: June 28, 2016

Opposer salesforce.com, inc. (“Opposer”), a corporation located at The Landmark @ One Market, Suite 300, San Francisco, California 94105, believes that it will be damaged by the registration of the mark shown in application Serial No. 86/671,570 (the “Application”), and hereby opposes the Application.

As grounds for the opposition, Opposer alleges that:

1. Opposer timely files this Notice of Opposition.
2. Opposer was founded in 1999 based on a business model of offering computer software and a variety of services to businesses.
3. In 1999, Opposer launched its website at <www.salesforce.com>, through which Opposer has promoted and offered business software applications and services, including software and services for so-called customer relationship management (“CRM”).
4. Opposer is widely recognized for pioneering and popularizing CRM software and services. For example, Opposer’s stock is publicly traded, and its stock ticker symbol at the New York Stock Exchange (NYSE) is CRM.

5. Opposer is also well known for its digital marketing solutions, data analytics software and services and mobile applications.

6. Opposer's customers span many industries and include some of the best-known multi-national corporations and industry leaders, including Facebook, General Electric, Wells Fargo, Coca-Cola, Virgin America, American Red Cross, ADP, Honeywell, NBCUniversal, Sprint, and Yamaha.




7. Due to its phenomenal success, Opposer has received numerous awards from industry publications and analysts such as *Forbes*, *Fortune*, Gartner, *Business Week*, *Wired Magazine*, and *PC Magazine*. For example, in 2011, 2012, 2013, 2014, and 2015, *Forbes* named Opposer the world's most innovative company, and it currently lists Opposer as No. 2 in its rankings.


8. Significantly, Opposer has developed and uses a family of trademarks featuring the suffix "force," all used in connection with software and related business services (the "FORCE Family of Marks"). See *Salesforce.com, Inc. v. Edatforce Consulting, LLC*, Opposition No. 91199539 and Cancellation No. 92054039 (consolidated), at 10 (T.T.A.B. Aug. 25, 2014).


9. Each of the marks in the FORCE Family of Marks is composed and used in such a way that the relevant consuming public associates with Opposer not only Opposer's individual FORCE-related marks but, more generally, the suffix "force," the common characteristic of the family.

10. Opposer's first use of any of the marks in its FORCE Family of Marks was at least as early as 1999.

11. Opposer's FORCE Family of Marks is evidenced by a number of federal registrations (the "FORCE-formative Registrations"):

Mark	Status	Reg./Ser. No.	Int.'l Class	First Use in Commerce	Filing Date
SFORCE	Registered	3330398	42	9/03	6/11/03
FORCE	Registered	4008308	35, 42	9/03	5/24/10
FORCE (stylized) 	Registered	4252339	9, 42	2/1/03	3/22/11
FORCE.COM	Registered	3592166	42	9/17/07	7/30/07
FORCE.COM	Registered	4350571	9, 35, 42, 45	2/1/03	1/13/11
DEVELOPERFORCE	Registered	4058647	41, 42	1/17/08	10/6/10
APPFORCE	Registered	4191057	41	5/24/06	2/12/10
VISUALFORCE	Registered	3966372	42	9/17/07	11/1/10
SALESFORCE	Registered	3138749	9	3/9/05	9/14/05
SALESFORCE	Registered	3164978	42	3/9/05	9/14/05
SALESFORCE.COM (stylized) 	Registered	4270533	9, 35, 41, 42	2/1/03	3/22/11
FINANCIALFORCE.COM	Registered	3836878	42	9/30/09	8/14/09
FINANCIALFORCE	Registered	3836879	42	9/30/09	8/14/09
ISVFORCE	Registered	4151009	35, 42, 45	12/8/10	12/2/10
CLOUDFORCE	Registered	3795483	41	12/8/08	3/25/09
CLOUDFORCE (stylized) 	Registered	3798299	41	12/8/08	3/25/09

Mark	Status	Reg./Ser. No.	Int.'l Class	First Use in Commerce	Filing Date
DREAMFORCE	Registered	3035403	41	7/03	11/1/04
REMEDYFORCE	Registered	4352891	9, 42	1/1/11	7/23/12
SALESFORCE	Registered	3141697	35	3/9/05	9/14/05
SALESFORCE	Registered	4126473	45	11/18/09	12/30/10
SALESFORCE FOUNDATION	Registered	4095516	35, 36	3/9/05	1/14/11
SALESFORCE FOUNDATION (and design) 	Registered	4095517	35, 36	11/3/08	1/14/11
SALESFORCE	Registered	4986241	16, 25, 36	N/A	10/09/14
SALESFORCE TOWER	Registered	4986242	36	N/A	10/09/14
SALESFORCE.COM	Registered	2684824	42	9/27/99	10/29/99
SALESFORCE.COM	Registered	2964712	35, 42	9/27/99	2/10/04
SALESFORCE.COM	Registered	4126474	45	11/18/09	12/30/10
SALESFORCE.COM FOUNDATION	Registered	4095557	35, 36	9/27/99	2/8/11
SCHOOLFORCE	Registered	4011522	9	11/15/10	11/23/10
SCHOOLFORCE	Registered	4084951	35	1/5/11	11/23/10
SCHOOLFORCE	Registered	4092123	42	1/5/11	11/23/10
SITEFORCE	Registered	4139832	42	12/8/10	9/28/10
SURVEY FORCE	Registered	4396535	42	8/30/10	9/28/10

Mark	Status	Reg./Ser. No.	Int.'l Class	First Use in Commerce	Filing Date
SALESFORCE SOFTWARE (and design) 	Registered	4409327	9, 35, 41, 42, 45	11/3/08	3/22/11
TRIALFORCE	Registered	4430830	35, 42	2/17/09	3/7/12
SALESFORCE MVP	Registered	4645417	9, 35, 41, 42, 45	11/4/10	3/8/11

12. Each of the FORCE-formative Registrations is in all respects valid and subsisting and is presumptive evidence of Opposer's ownership and exclusive nationwide right to use the registered marks in commerce in association with the goods and services recited therein.

13. A number of the FORCE-formative Registrations are incontestable within the meaning of the Lanham Act. Examples are:

Mark	Status	Reg./Ser. No.	Int.'l Class	First Use in Commerce	Filing Date
SALESFORCE	Registered	2964712	35, 42	09/27/99	02/10/04
SALESFORCE	Registered	3141697	35	03/09/05	9/14/05
SALESFORCE	Registered	3138749	9	03/09/05	9/14/05
SALESFORCE	Registered	3164978	42	03/09/05	9/14/05
SFORCE	Registered	3330398	42	09/03	6/11/03
DREAMFORCE	Registered	3035403	41	07/03	11/01/04
FORCE.COM	Registered	3592166	42	09/17/07	07/30/07




These registrations, in particular, are conclusive evidence of Opposer's right to use the marks with the registered goods and services.



14. The FORCE-formative Registrations provide for protection of the marks with goods and services relating to CRM, including:




International Class 9: downloadable computer software for use in developing and customizing computer software applications and computer software application user interfaces; computer software for storing, managing, tracking, analyzing, and reporting data in the field of marketing, promotion, sales, customer information, customer relationship management, sales support, and employee efficiency; computer software to facilitate communicating among peer professionals in the advertising, marketing, and business services fields, and for customizing computer application user interfaces; and

International Class 42: providing temporary use of on-line non-downloadable software to store, manage, track, analyze and report data in the field of marketing, promotion, sales, customer information, customer relationship management, sales support and employee efficiency; providing temporary use of on-line non-downloadable software to facilitate communicating among peer professionals in the advertising, marketing and business services fields.

15. Opposer's FORCE Family of Marks also includes marks in a number of pending trademark applications which Opposer has filed based on intent to use:

Mark	Status	Reg./Ser. No.	Int.'l Class	Filing Date
SALESFORCE (and Design) 	Pending Application	86454067	09	11/13/14
SALESFORCE (and Design) 	Pending Application	86454072	38	11/13/14
SALESFORCE (and Design) 	Pending Application	86454073	41	11/13/14

Mark	Status	Reg./Ser. No.	Int.'l Class	Filing Date
SALESFORCE (and Design) 	Pending Application	86454074	42	11/13/14
SALESFORCE (and Design) 	Pending Application	86454069	35	11/13/14
SALESFORCE (and Design) 	Pending Application	86454075	45	11/13/14
SALESFORCE1 LIGHTNING	Pending Application	86423963	9, 35, 41, 42, 45	10/14/14
SALESFORCE WAVE	Pending Application	86423962	9, 35, 41, 42, 45	10/14/14
SALESFORCE PARDOT 	Pending Application	86391400	9, 35, 42, 45	9/10/14
SALESFORCE1	Pending Application	86266637	9, 35, 41, 42, 45	4/29/14
SALESFORCE1 (stylized) 	Pending Application	86266639	9, 42	4/29/14
SALESFORCE IDENTITY	Pending Application	86132692	9	12/2/13

Mark	Status	Reg./Ser. No.	Int.'l Class	Filing Date
SALESFORCE IDENTITY	Pending Application	86132707	42	12/2/13
SALESFORCE MARKETING CLOUD (and Design) 	Pending Application	85766581	09, 41, 45	10/30/12
SALESFORCE MARKETING CLOUD (and Design) 	Pending Application	85766582	35	10/30/12
SALESFORCE MARKETING CLOUD (and Design) 	Pending Application	85766583	42	10/30/12

16. In addition, Opposer's FORCE Family of Marks includes various marks for which it owns common-law rights, including but not limited to the following marks:



17. Opposer has offered its goods and services under the FORCE Family of Marks throughout the United States and has developed valuable goodwill with respect to these marks.

18. By virtue of the efforts and the expenditure of considerable sums for promotional and advertising activities in excess of one billion dollars and by virtue of the excellence of its goods and services, Opposer has gained for its marks in the FORCE Family of Marks a valuable reputation and has created in the minds of the public strong association between, on one hand, the marks in the FORCE Family of Marks, and on the other hand, Opposer's goods and services.

19. On information and belief, Applicant McGeever, LLC ("Applicant") is an Ohio limited liability company with an address of 5301 Newstead Manor Lane, Raleigh, North Carolina 27606.

20. On information and belief, Applicant uses the applied-for mark in connection with the name of one of its businesses.

21. On information and belief, Applicant had been in the business of providing "employment placement services for temporary and permanent placement in the nature of providing quality sales professionals to industry on a contract basis" under the applied-for mark. U.S. Reg. No. 3457093.

22. Applicant has repeatedly disclaimed exclusive rights to use the wording SALESFORCE4HIRE, SALES FORCE 4 HIRE, and/or SALES FORCE FOR HIRE, apart from certain applied-for marks, in relation to such services. U.S. Serial Nos. 77/283,877, 78/487,618, and 86/671,570. Applicant has further disclaimed exclusive rights to the wording SALES FORCE FOR HIRE in relation to all the goods and services in the Application.

23. On information and belief, Applicant has only recently expanded the scope of the services that it offers under the applied-for mark. Applicant now uses the applied-for mark to hold itself out as a leading "commercialization" company; in other words, it advises other

businesses on how to “commercialize” their products as the products are developed, launched, and marketed.

24. Applicant’s expanded services now include technology-related offerings, such as CRM services, data analytics services, mobile platform services, and related consulting services. For example, Applicant now uses the applied-for mark to promote the following services:

Our leading CRM platform is customized to fit your specific project and data analytics needs. . . . Customizable marketing companies are also made possible through this system. Campaign lead generation, marketing spend optimization, lead conversion ratio and more are all available.

25. On information and belief, Applicant was on notice of Opposer’s SALESFORCE and SALESFORCE.COM marks prior to the time when Applicant filed the Application and prior to the time when Applicant commenced use of the applied-for mark. Among other things, Applicant has been a customer of Opposer and has used Opposer’s SALESFORCE-branded CRM and other offerings for “[c]ampaign lead generation, marketing spend optimization, lead conversion ratio,” among other uses.

26. On information and belief, Applicant is actually using Opposer’s SALESFORCE-branded offerings to provide the services described above in Paragraph 23.

27. On information and belief, on June 23, 2015, Applicant filed the Application claiming actual use of the applied-for mark in certain classes since as early as July 1, 2004 and August 31, 2007, respectively. The Application includes four classes and a broad range of goods and services well beyond the employment placement services traditionally offered by Applicant.

28. On information and belief, the Application was published in the Official Gazette on June 28, 2016, with the following identification of goods and recitation of services:

International Class 9: Downloadable software that allows users to coordinate and automate data, materials, strategies and activities related to sales and marketing;

International Class 35: Business consulting and advisory services in the fields of business development, business planning, enterprise management, organizational efficiency, sales, revenue acceleration, product commercialization and marketing strategies; marketing and sales services for others, namely, development of sales revenue pro formas for others, and design, development and execution of commercialization sales strategies and processes for others; marketing consulting, namely, tracking and reporting marketing activities of others, conducting market research, and analyzing customer behaviors; professional salesperson and sales team services, namely, providing quality sales professionals to industry on a contract basis, and recruiting, training and managing sales professionals for others; assisting others with regard to business planning, business analysis, business marketing, business management, and business organization; general business networking referral services, namely, promoting the goods and services of others by passing business leads and referrals among group members; brand imagery consulting services; providing a website with general information of interest to the fields of sales, marketing and business services and events;

International Class 41: Providing training to others, namely, training others in the field of sales and marketing;

International Class 42: Providing temporary use of cloud-based, non-downloadable computer software that allows users to coordinate and automate data, materials, strategies and activities related to sales and marketing.

29. Many of the goods and services in the Application overlap with, or are closely related to, goods and services previously offered by Opposer under its FORCE Family of Marks and under its SALESFORCE and SALESFORCE.COM marks, in particular.

30. As set forth above, Applicant and Opposer have done business together. Applicant is not otherwise affiliated or connected with Opposer and has not otherwise been endorsed or sponsored by Opposer, nor has Opposer approved any of the services offered or sold or intended to be sold by Applicant under its mark.

31. On information and belief, Applicant is either using or intends to use Opposer's SALESFORCE-branded offerings to provide many, or all, of the goods and services described above in Paragraph 27.

32. The mark which Applicant seeks to register so resembles the marks included in Opposer's FORCE Family of Marks as to be likely to cause consumer confusion, mistake, and/or deception as to the source or origin of Applicant's goods and services, and will injure and damage Opposer and the goodwill symbolized by the marks included in Opposer's FORCE Family of Marks.

33. The respective goods and services of Opposer and Applicant are so closely related that the public is likely to be confused, to be deceived, or to assume erroneously that Applicant's services are those offered by Opposer, or that Applicant is in some way connected with, sponsored by or affiliated with Opposer.

WHEREFORE, Opposer prays that Application Serial No. 86/671,570 be rejected, that no registration be issued to Applicant, and that this opposition be sustained in favor of Opposer.

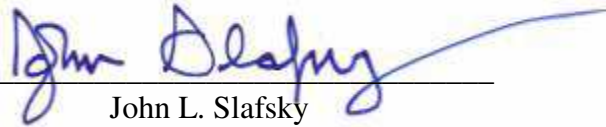
Please address all U.S.P.T.O. communications regarding this Notice of Opposition to:

John L. Slafsky
Christine K. Au-Yeung
Wilson Sonsini Goodrich & Rosati
650 Page Mill Road
Palo Alto, California 94304-1050
Tel: (650) 493-9300
Fax: (650) 493-6811
trademarks@wsgr.com

Date: October 6, 2016

Respectfully Submitted,

WILSON SONSINI GOODRICH & ROSATI
Professional Corporation

By: 
John L. Slafsky
Christine K. Au-Yeung

Attorneys for Opposer
salesforce.com, inc.

CERTIFICATE OF SERVICE BY U.S. MAIL

I, Elvira Minjarez, declare:

I am employed in Santa Clara County. I am over the age of 18 years and not a party to the within action. My business address is Wilson Sonsini Goodrich & Rosati, 650 Page Mill Road, Palo Alto, California 94304-1050.

I am readily familiar with Wilson Sonsini Goodrich & Rosati's practice for collection and processing of correspondence for mailing with the United States Postal Service. In the ordinary course of business, correspondence would be deposited with the United States Postal Service on this date.

On this date, I served the **NOTICE OF OPPOSITION** on each person listed below, by placing the document described above in an envelope addressed as indicated below, which I sealed. I placed the envelope for collection and mailing with the United States Postal Service on this day, following ordinary business practices at Wilson Sonsini Goodrich & Rosati.

Kelli Ovies
Smith Anderson Blount Dorsett Mitchell & Jemi
P.O. Box 2611
Raleigh, North Carolina 27602

I declare under penalty of perjury under the laws of the State of California that the foregoing is true and correct.

Executed at Palo Alto, California on October 6, 2016.



Elvira Minjarez